

**2.6 Need of Globalization : Partnership of Industry
and education
- 2005**

Abstract

IT revolution has virtualized the industry and the way it has working; and so is the market and emergence of a globalized market. Therefore there is a need for new system of working-learning-developing. Education is also exception; it has to offer best quality education for all at affordable cost. With all the existing problems of education in India, including content up-gradation and the financial support it needs, the solution lies in creating a platform to bring education and industry together. MCCIA's initiative to create industry-education partnership in already in the offering. (By: LA)

Process of globalization is spreading astonishingly fast. It is linking not only people and places all over the world, but also processes of working and learning going on at different places. The Information Technology (IT) revolution is responsible for all these changes and development. Today's factory is having planning and managing office in New York, R&D in Bangalore, production center in China and distribution and sale services center at Singapore. With all these, an industry is becoming a distributed industry; and various units of industry, though separated geographically, work as if they are located on one campus. This virtualization is possible due to the IT revolution currently sweeping the world.

The markets are also changing fast. Markets are becoming wider spreading everywhere, covering all people and places where goods are traded and services are delivered. 'Goods' or 'products' could be prepared anywhere and marketed all over the globe. Services are created and consumed locally, but information about services can be provided from anywhere. This is becoming possible due to process of digitization of service and product information. This is also enabling outsourcing the digitization and information services to anyone anywhere. And India is a great beneficiary of this BPO. The virtualization and digitization is changing the world, creating a level-playing field for all, wherein millions of bright young graduates can find work and jobs, which could be in research and development, in production and management, in digitization and customization of products and services. All these are creating new paradigms, new organisations. They need new ways of working, interacting, developing, organizing and managing. Whole world of industries, markets and societies-communities is changing rapidly; and within 5-10 years, would create globalised 'markets' demanding high quality but low cost products and services. Those industries that can transform themselves, can survive in global competition. Their survival is therefore through continuous training and multi-skilling of their workers and engineers in new ways of working, interacting and marketing, in learning international needs, expectations and practices, and in developing customized products and services that fulfill needs of people and societies all over the world. We therefore need a new system of working-learning-developing or making engineers and workers life-long-learners and developers. Need and aspiration of any industry is to provide **best quality products and services to all internationally at affordable and competitive prices**. This needs a different system and organisation.

The globalization created with processes of virtualization, digitization and customization – requires equally rapid and radical change in education. To talk in the industry language, the global business of education today is 1500 billion dollar annually, has global markets and needs new paradigms to offer learning services and content. It has therefore to use the same processes of virtualization, digitization and customization or personalization. After all in the emerging Information or Knowledge Society, the goal of education is to provide **Best Quality Education for all at affordable cost**. Quality, quantity, cost and access are the determinants of the new education paradigm. India is facing today a great competition from China, with its economical system of education providing qualified graduates for low salaries; Chinese salaries are rising at the 3-4% annually whereas Indian salaries are increasing at 15-30% rate. The advantage of English speaking will soon be over due to China's massive efforts of English teaching. India has therefore to create an education and training system that would compete China in quality and cost, and excel in innovation, creativity and entrepreneurship- the qualities that globalisation needs.

The problems of the education are that the universities and colleges are in the rigid framework and mindset of the past, they follow outdated syllabi and content, are not accountable to their customers nor to the society; and lack amenities, facilities and resources for fast changes and progress. In the WTO and GATS regime, education would soon face the challenges of quality and International acceptance; and many are likely to face problems of survival. The only solution to the problem in the present circumstances is to create a platform, a level playing field, on which education and industry can come together with win-win approach. The task is of 10 million students studying in 350 universities and 15000 colleges, besides many more who dropout or pushed out of the system. The new paradigm education has therefore to prepare its graduate for relevance and work, to support their learning for development at workplaces in industry and society.

The process initiated by the UGC and the Central Government by granting autonomy to the colleges and deemed-to-be university status to many public and private institutions is a direction of liberalization very essential and unavoidable in globalization. The State is also not in a position to support higher education, particularly professional education, with its higher demand and high unit costs; while universalisation of primary, secondary and adult education is in need of more resources, essential to avoid digital divide already building up in India. The inability of the state and society to subsidize education has resulted in skyrocketing tuition fees going beyond the reach of middle and lower classes. This has already resulted into unrest. However the approach of controlling the fees through rules and regulations goes against the spirit of liberalization, competitiveness and entrepreneurial leadership expected in the globalization. What is essential is creation of new systems to support competent and capable students, new low cost alternatives with extensive use of ICT, and creation of public-private partnerships of industry-small and big- education and society for linking working, earning and learning; long initiated by Karmaveer Bhaurao Patil in Maharashtra.

The partnership between industry-education-society should not be limited only to getting support to the teaching offered in today's Colleges and universities. When a teacher teaches a course, the content is already old, often outdated. Globalization needs teaching today tomorrow's content. The partnership should therefore involve leaders of industry, research and society creating futures, the leaders in development. The training and education should lead to learning for development at work; to the process of sustainable developmental leading to prosperity.

The nation as a whole should move towards liberalization and development, towards sustainability and freedom with policies of inclusion. For this purpose it is essential to develop public-private partnership with win-win approach. One such initiative is in the offing. The Maratha Chamber of Commerce, Industries and Agriculture (MCCIA) has taken an initiative to create industry-education partnership platform for developing Finishing Institution for grooming graduates into world class workers and engineers by employing convergence of technologies, convergence of modes of education and convergence of working-learning and developing.

The Industry-Institute Partnership initiative Seminar is being organized by MCCIA, Pune University and other sponsoring industry and institutions during 20-21 August, 2005 at Pune. For more information visit: www.mcciapune.com