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Commercialization of Education : Of Globalization**Dr. Anuradha Jagdale**Head, Dept. of English
Shankarrao Patil Mahavidyalya

Globalization is the process of integration among people, companies and governments worldwide. As a complex and multifaceted phenomenon, globalization is considered by some as a form of capitalists expansion which entails the integration of local and national economies into a global unregulated market economy. Globalization has grown due to advance in transportation and communication technology. As global interactions increase, comes the growth of international trade, ideas and culture. It is primarily an economic process of interaction and integration that is associated with social and cultural aspects.

Globalization is a broad and complex concept. It is widely defined word with several connotations to different people. There has been a hot debate about globalization. Some people believe globalization is a dangerous phenomenon which has changed the world in negative ways. To them globalization has brought undesirable consequences to society affecting its peace.

On the other had, another group of people regard globalization as a fruitful phenomenon making the world more connected and informed than ever before. They took it as novel source for optimism in the world they see various advantages of globalization. In describing both views, Jon Art scot states, that some people have associated globalization with progress prosperity and peace, for others the word has conjured up deprivation disaster and doom. Globalization made world economy competitive and more knowledge based.

With globalization some of the challenges for knowledge, education and learning will provide today's ability to be more familiar and comfortable with abstract concepts and uncertain situations. There are several different ways, the term commercialization is used. The advantages and disadvantages of it depends on the type of commercialization to which you are referring. One area is commercialization of under developed nations or regions. Other are commercialization of technologies and education. Ex when we think about bio-technology and medical research as commercialized, academic scientists are supported by government grinds so that they can focus on the basic science, on making discoveries that can benefit all of humanity. Many government grinds require that the recipients make their results freely and publicly available. Commercialization is the process that is involved in making a product commercially successful. It appeals to various sectors and these include the education, agriculture and sport industry also. .

Commercialization of education is a new trend that has resulted in reform in the education sector. We can see the commercialization of education through the increase of private schools and institutions. This introduced the financial element to the qualification necessary for education especially in higher education commercialization involves moves from publicly funded services to privately funded services. In 1990 The New Economic policy launched and has its impact on economic liberalization, decentralization privatization of education as also of higher education. After 1992 when university affiliation systems was opened to private investors with less bureaucracy. India has seen tremendous increase in the number of universities and colleges across India. In compare to central and state government contribution to educational field, the private sector has a remarkable contribution in the growth, of the higher education sector, especially in professional disciplines such as medical, pharmacy, information technology, engineering and management which requires huge capital investment and other sources. The second half of the 20th century marked the beginning of education expansion as a global phenomenon. Government spending on education as a share of national income in many developing countries was already close average observed in developed countries . The global education expansion in the 20th century resulted in a historical reeducation in education inequality across the globe.

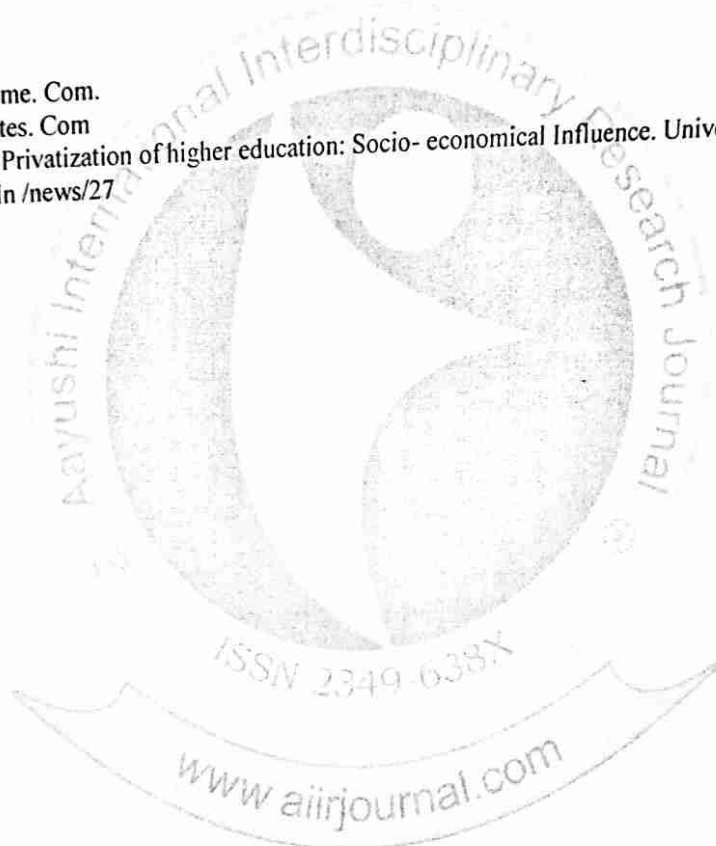
High potential demand of higher education and insufficient spend on education by government are resulted in demand as well as growth of rotate sector. As a matter of fact, strategic provision of higher education is main responsibility of the government to prepare and develop students in different vocation for employment and progress in economic requires more and more investment which is beyond the fiscal power of the government. So, the role of privatization is essential in India to provide higher education and to build concrete and collaborative network in education sector. Investment in education yields both economic and social returns. In any country economic returns to education include better employment through skill development while social return & include growth and sustainable development of society. With globalization some of the challenges for knowledge education and learning will provide today's learners ability to be more familiar and comfortable with abstract concepts and utilize knowledge. It enhances the ability of learners to access, assess and apply knowledge to think independently to exercise appropriate judgment and to collaborate with other. It encourages students to work in team working in team requires students to develop skill in group, compromise organization and leadership and management skills.

Commercialization of education has several advantages and disadvantages. There are both pros and cons of commercialization especially in the developing and underdeveloped world. Education has become a commodity in India specially higher education. All the genres of society are so overly obsessed with education that it has devalued the real essence of education. In marketing there is a concept of Demand and supply, if supply exceeds demand devalues the product and vice versa. This concept can be applied to education sector also. As supply of talent pool is far exceeding the demand devaluating the education. There are many factors which cause this degradation and all factors are interlinked to each other. Education is no more a noble cause but it has become a business. It is commercialized. We can see education institutes in every nook and corner of any urban city. This is the result of privatization of education. In mid go the agenda of education is hijacked education institutes have now become source of generating profit. We can see hundred of engineering and MBA institutes in each state. They are making good money through capitation fees and are also charging very high fees.

To conclude, commercialization brings out positive effects in the activity that is being commercialized but also has negative effects. These negative effects are often trivial and do not significantly hinder the process of commercialization.

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