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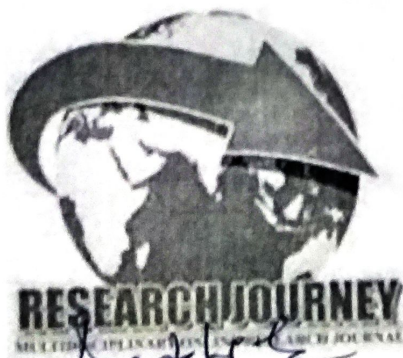
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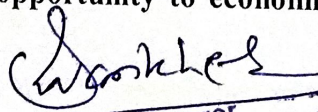
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Challenges of Commerce Student in Rural Area Special Reference Nagpur District Rural Area

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Abstract:

In the fastest developing country young generation is increasing with high speed. Without education and skill development young blood can't be used as a means of production. Rural HEI's have great responsibility to build up quality HR. HEI's have many challenges to supply the Quality HR. In this research paper researcher studied these challenges faced by Indian rural HEI's and suggested some remedies to overcome over it. Government, public & private industries and HEI's have to take certain initiatives individually and jointly.

Introduction:

To meet the growing needs of the business society, there is greater demand for sound development of commerce education. The relevance of commerce education has become more imperative, this means a marked change in the way commerce and management education is perceived in India. Through teaching, research, and service, the College of Commerce is dedicated to developing tomorrow's leaders, managers, and professionals. India's higher education system is the third largest in the world, after China and the United States. As on March 2011, the number of Universities had gone up to 523 universities - (43 Central, 265 State, 80 State Private, 130 Deemed to be Universities, five Institutions established under State Legislation) and 33,023 colleges in the Higher Education.

Importance of Commerce Education :

Commerce education in our country has been developed to support the growing manpower needs of business enterprises. The education imparted to the students of commerce intended to equip them with the specialized skills useful in different functional areas of trade, commerce and industry. Continuous supply of quality manpower is essential for the growth of the industry sector. This necessitated the skilled manpower to manage the process of industrial reconstruction and the rapidly growing trade and commerce. However, over the years, there has been a fundamental shift in the very approach of commerce education; from a professional to a theoretical education. With a quantum jump in business scenario, there is a need to redefine the commerce education in the changing scenario and strengthen it further. The Commerce education plays an essential role in today's dynamic business environment. The rapid trend of globalization and technological changes have made difficult for organizations to survive in the competitive world.

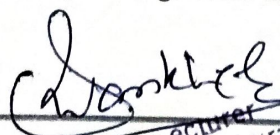
Methodology:

Researcher used secondary data and studied worldwide previous studies, research articles, books, news papers, quotes and statements. Researcher used observation method to express the facts of the topic.

Review:

Dr. Sudha (2013) argued that teachers, principals, heads of the departments and policy makers in education should worry about quality of teaching, programmes and institution because of competition, consumer satisfaction, maintaining standards, accountability, improve employee morale and motivation, credibility prestige and status and finally image and visibility. She concluded with five variables which lead to student satisfaction are - 1. commitment of top management, 2. course delivery, 3. campus facilities, 4. courtesy and 5. customer feedback and improvement.

Diane (2004) reviewed literature in his research article and found equal problem faced by the rural HEI's in developing countries. Inadequate access, funding, teacher salaries and qualifications, pedagogical materials, facility conditions, institutional autonomy, and quality assurance mechanisms are all difficult issues addressed by him. He discussed recommendations as thematic concepts, including diversification, establishing links between industry and HE institutions, and providing access to adult learners.


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Challenges of Rural Area :-

Lack of Funds:

Basic infrastructure for HEI's includes college building, administrative office, library, playground, laboratories, ICT equipments, furniture, fixtures and fittings for college. Along with these infrastructure salary for the teaching and non-teaching staff, cash for day to day academic activities and development activities, office stationary, water and sanitation, etc. require fund. It is not easy to establish and maintain all these things without fund. Most of the rural HEI's does not have enough sources for the fund and central and state government has limits to offer grants. In India 63% colleges are private and unaided in which most of the colleges located in rural area. to starts colleges on Self Finance and after 2000 permit to the applicants to start new colleges on 'Permanent Non Grant Basis.' Government grants and schemes are mostly for aided colleges and not enough to reach to the global standard.

Poor Educational Awareness:

Rural population of India is backward and deeply covered with backward mentality. It has great impact of social and cultural boundation. Many rural families are nervous to teach girls after certain age. Students belongs to rural area are mostly inattentive about career and importance of education. Also the parents and guardians are illiterate. 'Cultural and economic environment or a combination of the two may reduce the effect of class attendance on academic performance' (Schmulian & Coetzee 2011). Krupa Alva a Chairperson of Karnataka State Commission for Protection of Child Rights said "Poverty and lack of awareness among the parents on importance of education is the reason for SC and ST children remaining out of the pureview of education system."

Lack of Qualified Faculties:

63% colleges are unaided and unable to pay adequate salary so the qualified teaching faculties avoid work there. About 40% of college teachers are working on temporary basis. Most of Clock Hour Basis teachers do not have NET/SET/Ph.D. qualification. Governments like Maharashtra stop recruitment of teachers for long time to reduce expenses. Many institutions show the teachers working on paper. It directly effect on the quality of students

Conclusion:

Rural HEI's have challenges of fund, qualified staff, social and cultural impact and distance between industries and changes in society. But it is possible to overcome these by intentional efforts by the government, industries and HEI's individually and jointly.

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