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“INSTITUTIONAL ASSESSMENT OF HIGHER SECONDARY SCHOOL IN BILASPUR, SWOT ANALYSIS”

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Abstract:

Education has been a serious issue since it deals with shapes of human beings. To evaluate a betterment of institute and quality of institute SWOT analysis of an institute is very essential. By SWOT analysis we can identify the strengths, weaknesses, opportunities and threats of an institution and try out to solve the problem. In this study we try to assess six schools in Bilaspur by SWOT analysis.

KEYWORDS:

Institutional Assessment, TQM, SWOT analysis.

INTRODUCTION:

In ancient India, the social thinkers and philosophers thought that education makes a man a complete human being in its conceptual essence and suggestive continuum. Bhartruhari, The Famous poet, sang the glory of “vidya” which means that education is the most lustrous elucidation of a man and in it is inherent the concept of the purest of treasures. It is the bedrock of all happiness, fame and pleasure. Education is the preceptor of the teacher and acts as a dear friend in travel and is the supreme creative intelligence. It is education and not money which is recognized and respected in the royal assembly. For these reason, a man without education is equated with an animal.

Another sagacious sage had said as follows:-

“Na chouraharyama Na cha / Rajaharyam, Na bhartubharyama / Na cha bharakari, / Vyaye Krite Vardhata Eva Nitayam . / Vidya Dhanam Sarva Dhanam pradhanam.”

From the aforesaid , it is quite clear that it is education, the real hidden treasure in a man, which comes to his aid. It has been rightly said that the process of evolution from ignorance to knowledge , from knowledge to wisdom and from wisdom to understanding of consciousness takes place through education which is regarded as part of dignified attainment. It is education which teaches purity of mind, righteousness of conduct and truthfulness of soul and prowess to assert for right.

CONCEPT OF QUALITY:

The entire history of human civilization has always been thirsty to attain the betterment of quality. It has been the driving force behind all human endeavours. Quality is something that stares at you , something you do not fail to recognize but one finds it difficult to define. The quality of youth is directly dependent on the Quality in education. Quality has, hence rightly been expressed as a major concern in Indian education. There have been major policy statements on improvement of quality in education; there have as well been effort to assess and control quality.

Management of quality at different stages and levels of education is a daunting task, not only in

India but also the world over. In recent years Total Quality Management has emerged as a viable alternative this goal. If one takes a close look at the present system of education in India especially the school sector, one finds that with the globalization on one hand and growing national ambition on the other hand.

“Quality is a dynamic idea and exact definition is not particularly helpful. However, its range of meanings does cause confusion.” Sallies (1996)

“Quality is essentially a product of intensive investment of capital, talent and hardwork. Quality cannot be superficially achieved. Quality is not a chance.” Shejwalkar (1999)

“Quality can be defined as the intrinsic validity of the product of education with regard to fulfilling its academic mission.” Hendrikx (1992)

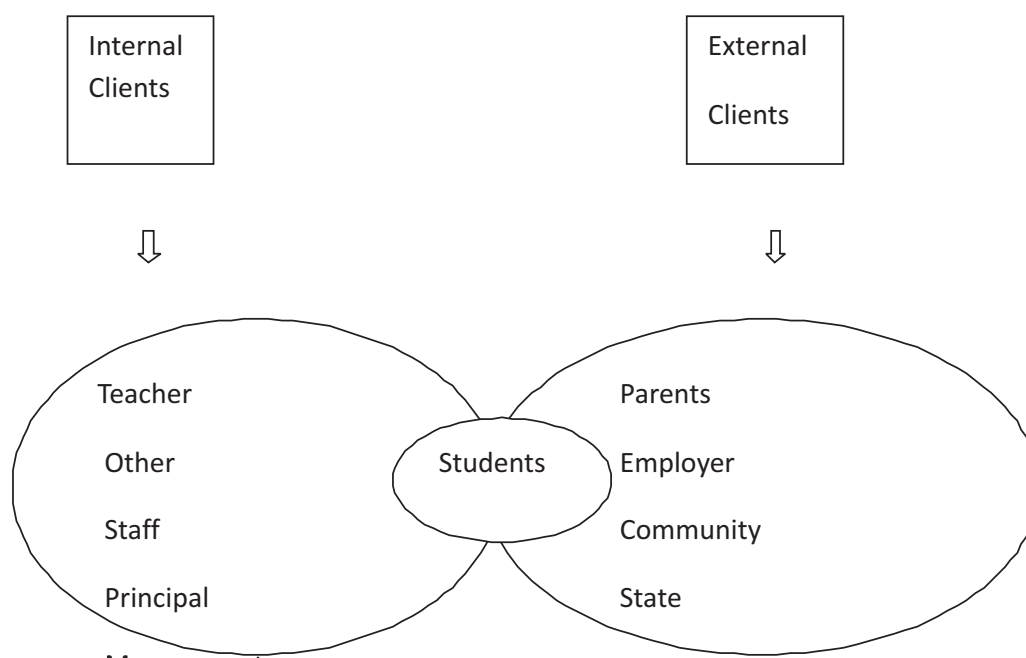
Thus, quality of education is never ending journey. Quality in education is also depicted as continuous search for improvements.

TOTAL QUALITY MANAGEMENT IN EDUCATION:

The central issue in Total Quality Management (TQM) is customer focus. In education who is the customer? Student or parent or employer (government) or all of them? May be, all of them. Society being the main provider of education, assessment of quality in education cannot be restricted to need of the students; it must take into account the perceived needs of other constituents, namely, parents, community, government and employers.

In an industry, the raw material, which is the input, is processed to produce finished goods. Is this analogy applicable to education? It would imply that the raw material in the form of students cognitive and affective qualities and other attributes are processed through instruction, co-curricular activities, student assessment, and other activities to develop an all-round personality of a student. Just as industrial raw material require machines, equipment, workshop as well as humans to be processed into a finished product, institutes also require teachers and principals as well as textbooks, laboratories, audiovisual aids, classrooms sports facilities, etc. to process the raw material, the qualitative attributes of students to make them educated and cultured humans.

There are at least two types of clients from the angle of TQM in education – the internal and external clients.



INTERNAL AND EXTERNAL CUSTOMER AND LOCATION OF STUDENTS

The external clients are parents, employers, immediate community and the state- government and the society at large. Internal clients are teachers, non-academic staff, principal and educational managers. Students are internal as they are not only part and parcel of the institution but also the very core of

the institution; they are also external since they are the immediate customers of the day to day transaction of education in the school.

OBJECTIVES:

- 1.To understand the concept of quality management in education.
- 2.To identify the factors of Total Quality Management in identified institution.
- 3.To understand the process of bringing the Total Quality Managements in education.
- 4.To make evaluation profile of institution under Total Quality Managements.
- 5.To identify the strengths, weakness, opportunities, threats through SWOT analysis techniques

RESEARCH QUESTIONS:

- 1.Does the concept of Total Quality Management can be used in education?
- 2.What are the factors responsible for Total Quality Managements in the identified institutions?
- 3.Do we bring the process of TQM (Total Quality Managements) in any institution?
- 4.Does the evaluation profile of an institution work for TQM?

METHOD:

Survey method was followed to undergo the present research with the help of observation, questionnaire, and discussion. Study is exploratory in nature.

SAMPLE:

In this study Purposive Sampling has been used. In the present study researcher has selected 6 higher secondary school of Bilaspur District which is given in the following table.

Table: 1

Name of school	Type of institution	No. of Teacher
Govt. Higher Secondary School Sarkanda (Girls)	Girls	10
Deoki Nandan Higher Secondary School (Girls)	Girls	10
Ken Memorial Higher Secondary School	Co-Education	10
Vedic Convent Higher Secondary School	Co-Education	10
Chhattisgarh Higher Secondary School	Boys	10
Govt. Higher Secondary School Sarkanda (Boys)	Boys	10

TOOLS:

SWOT:

- S – Strength which means the strength that can be trusted and built upon.
- W – Weakness which means that weakness that need to be taken care of and improved.
- O – Opportunity which means the opportunities before the institution that can be used to convert into strength.
- T – Threats which mean the threats that need immediate attention so that they do not endanger the growth.
- Mukhopadhyay's Institutional Profile Questionnaire (MIPQ)

ANALYSIS & FINDINGS:

Through SWOT analysis we find out the result of institution which is related to strength , weakness , opportunity , threats of institution.

- 1.Deoki Nandan Higher Secondary School (Girls):

a) Principal and relation are strong of this institution. b) Job satisfaction and office management are the weaknesses of this institution which should be taken care and try to solve this problem. c) The opportunity of this institution is resources which should be systematically used. d) Linkage is the threats of this institute. They should identify the apparent and potential threats and try to eliminate or reduce them. e) This school stands in 1st position in the area of all spheres.

2.Govt. Higher Secondary School Sarkanda (Boys) Bilaspur:

a) The important strengths of this institution are principal and relation. This strength should be cemented further. b) Job satisfaction and office management are the weakness of this institution which should be taken care to solve at this problem. c) Linkage is the opportunity of this institution which should be explored and converted into strength. d) This school stands 6th position in comparison to all six schools.

3.Govt. Higher Secondary School Sarkanda (Girls) Bilaspur:

a) It is found that teacher quality and principal are strength of this institution. b) Linkage and material resources are the weaknesses of this institute which should be taken care of for solving this problem. c) Co-curricular activities are the opportunity of this institution which should be explored and converted into strength. d) Office management is the threats of this institution, they should identify the apparent and potential threat and try to eliminate or reduce them. e) This school stands 3rd position in comparison to all institution.

4.Ken Memorial Higher Secondary School:

a) Principal and Examination is the strong of this institution which should be continued. b) Teacher quality is the weakness of this institution which should be taken care of for solving this problem. c) Teaching is the opportunity of this institution which should be explored. d) Linkage is the threats of this school. They should identify the apparent and potential threat. e) This school stands in 2nd position among all six schools.

5.Vedic Convent Higher Secondary School:

a) Principal and relation is the strong are of this institution. b) The weakness of the institution is resource ,which should be taken care to solve this problem. c) Linkage is the opportunity of this institution which should be explored. d) The threat of this institution is co –curricular activities. They should identify the apparent and potential threat and try to eliminate or reduce them. e) This institution ranked 4th position in comparison to other institution. In terms of relation, linkage and exam it ranked third position.

6.Chhattisgarh Higher Secondary School:

a) Principal and exam is the strong of this institution which should keep continued. b) Teacher and student quality is the weakness of this institution which should be taken care of and try to solve out this problem. c) The opportunity of this institution is linkage which should be explored and convert into strength. d) Job satisfaction is the threats of this institution which should identify the apparent and potential threat and try out or reduce them. e) This school stands in 5th position in comparison to all six institutions.

CONCLUSION:

Some educational institutions should continue the frequent TQM test. This recurrent test of this TQM will result into identifying these strengths and weakness. This identification should be given the proper direction. Even if the institution is in an ideal state, the test should be continued. From the aforesaid findings it can be said that SWOT analysis is an important process for bringing total quality management of an institution.

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