

# EVALUATING THE RETURN ON INVESTMENT BASED UPON THE OVERALL GROWTH AND EXPOSURE RECEIVED BY THE STUDENTS FROM PRIVATE SCHOOLS

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## Abstract

Since civilization, education has been the most powerful and true weapon for a species. Children of various spaces were spending their early life with their mother and thereafter with Guru ji (teacher) in ashram to learn education based on their competency which was measured by the Guru ji based on the different tasks assigned to them. After completion of the educational training, every student had to pay fees according to their Guru ji's wish (In Ramayana, Mahabharata and Quran etc.) which often included safety of their family from any danger as well taking care of the teacher (Guru ji) and his family for throughout their life. But since the last two decades schools' privatization moved very fast by changing all perspectives of learning as well as people's belief that higher fee will lead to higher learning outcome which is not true because many studies prove that there is no correlation between the fee structure and growth and exposure received by the students. Government issued fee regulation guidelines for private schools but these schools found alternative ways by dividing the charges into various categories (Lab Charges, Imp rest Money, Sport fee etc.) which is hurting innocent parents a lot. Even after government's guidelines, each private school has their own set of rules on charging fee indirectly and there is no strong control on such activities by Government till date. People are being forced to join such schools because there is a huge difference in the facilities provided by private schools as compared to government schools and English medium learning schools. In this research work, we will focus on how the return on investment must be adequate for each parent as per exposure received by the students from private schools.

**Keywords:** Return on investment, Growth, Exposure, Private schools and Students.

## INTRODUCTION

At the end of 20th century, Central as well as the state Government had given permission to private schools without any vision and master plans which created an imbalance between the exposure received and private schools' fee structure. As a result, most of the state government schools are at a shutdown stage even though their past performance has shown higher learning exposure compared to today's modern private schools. Government never thought that these private schools should be located at places where there is a lack of education, infrastructure and schools. Neither Central nor state Government focused on modernization (English Medium and facilities) of government school even though they have better infrastructure and more skilled teachers. Each state is facing the idleness of government school staff and teachers due to students leaving schools for getting admission in private schools and thus these teachers are free. This leads to government losing their money as these teachers are unemployed and unsalaried.

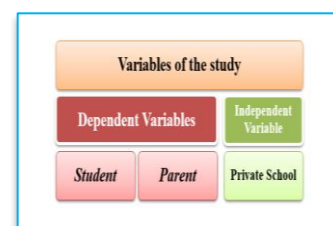
### Some Definition of learning exposer, Return on investment in school:

- "Learning outcomes describe the measurable skills, abilities, knowledge or values that students should be able to demonstrate as a result of a completing a course."  
*Center for Teaching Excellence University*
- "Return on investment in school is the ratio between overall learning outcomes/exposure received by students and cost of total school fee invested by the parents."

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### Characteristics of Return on Investment and Learning Outcomes:

Return on Investment	Exposer received/Learning Outcomes
Return means overall learning exposure from private school. Investment means huge amount of fee paid by parents to private schools. Various studies show that there is no correlation between learning outcomes and fee structure.	a) Knowledge/ Remembering: Define, list, Recognize. b) Comprehension/ Understanding: Characterize, Describe, Explain, Identify, Locate, and Recognize, Sort. c) Application/ Applying: Choose, Demonstrate, and Implement, Performance. d) Analysis/ Analyzing: Analyze, Categorize, Compare, And Differentiate.



### Aim and Objectives

- ❖ To study the exposure received by students in relation to fee charged by private schools.
- ❖ To study the opinion of parents toward the selection of English medium private schools for their wards.
- ❖ To study the opinion of parents toward the fee structure of private English medium schools.
- ❖ To critically study fee regulations for private schools made by government.

### Population and Sample of the Study

The inquiry based on a small fraction of units from the population is called a sample. In the present research,

- **Population:** All private English medium schools, parents and students are the population of the study.
- **Sample:** 113 respondents which include (Male=82, Female=30 & Transgender=1) Parents, Students and others were the sample of the present study.

### Tool of the Study

Any instrument that is used to collect data consistent with the objectives of the study is known as tool. In the research, the researcher used questionnaire to collect the primary data from parents of various schools and websites of respective schools for supportive secondary data. Questionnaire contained questions like what should be the fee according to parents, what should be the minimum and maximum fee, are they satisfied with the private school given the fee paid, how government schools can improve and the adverse impact of high fee structure on parents, etc.

- 1) **Tools:** Questionnaire in Google form

### Method of the Study

Survey method was adopted to know the fee structure of various private schools. In the present study, the researcher divided the entire educational research in various parts and prepared a comparative table. This table contained three standards for overall learning exposure, which was based on average result scored in school and achievement in sports at various level like district, state and national in a particular year. Researcher proposed a minimum fee structure and if the results matched with standards then school will be allowed to charge extra amount of fee and consequently the research work can be justified.

**Methodology:** A type of Descriptive Research and Survey Method will be used.

### Data collection:

Researcher, collected raw data through questionnaire via Google form which was supported by fee receipts as well as secondary data from various schools' websites. The data was arranged in sequence based on the study's demands. Researcher compared the fee receipts to give the opinion based on the objectives.

**Primary Data:** Questionnaire via Google form.

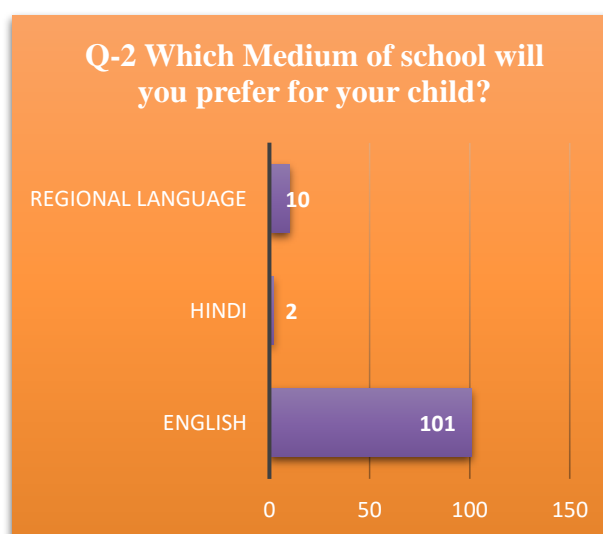
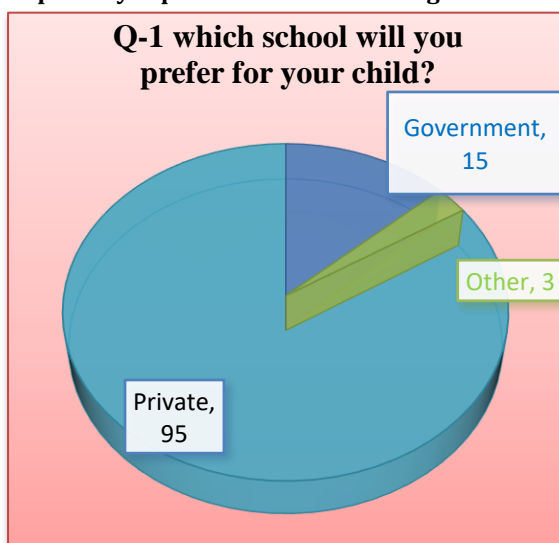
**Secondary Data:** From various schools' websites and actual fee receipts shared by parents

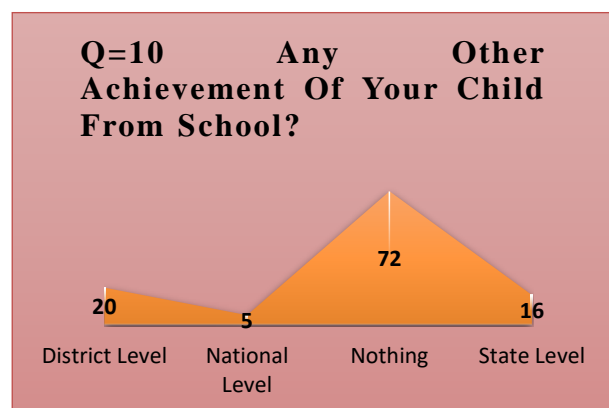
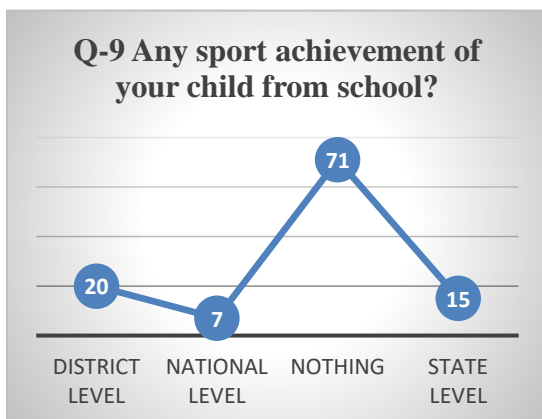
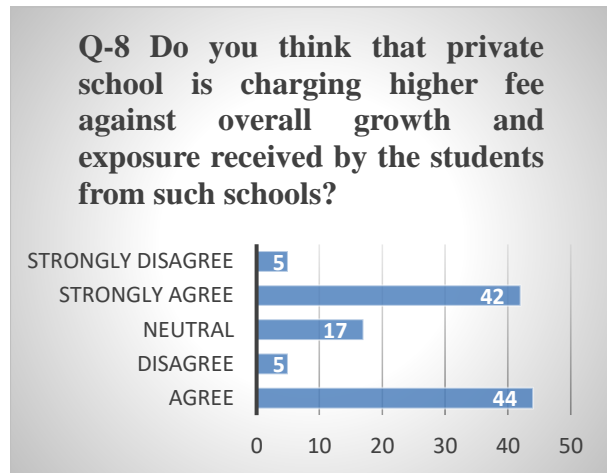
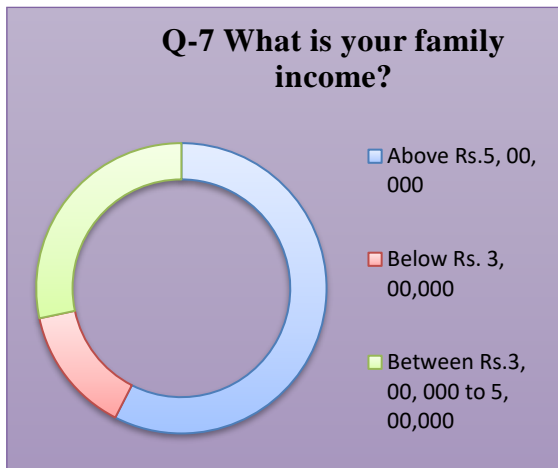
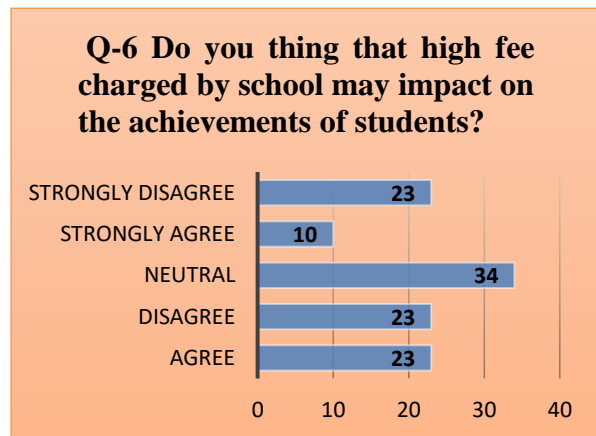
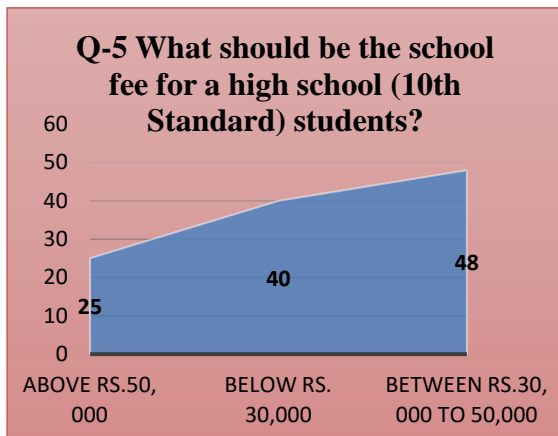
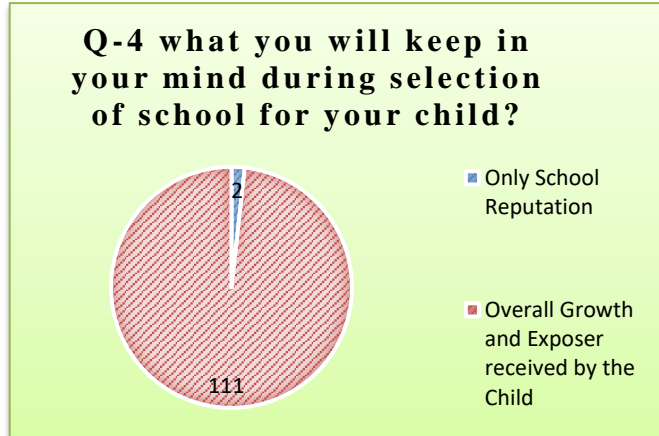
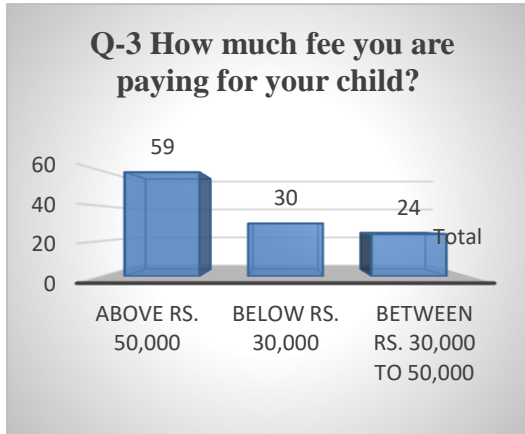
### Limitation of Study

There are various limitations in every research. For any question to be solved widely, more time and resources are required such as the number of people participating in the research, etc.

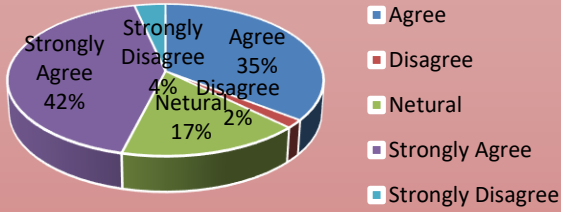
- Other than 113 parents, who were decided by the researcher, no one else was included in the present research.
- Actual Fee may be more than that given in the school fee receipts (especially Donations and registration fee may very person to person).
- We are not challenging any school and are not against them but we are trying to give a suitable fee regulation structure.

### Graphically representations of findings

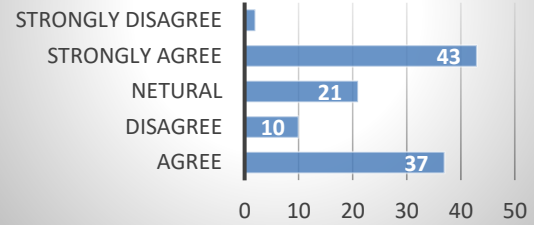




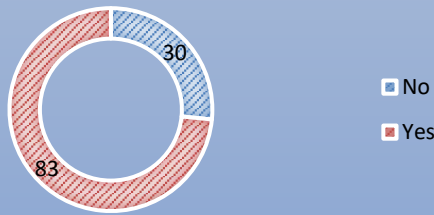
**Q-11 Do you think that private school is overcharging the fee?**



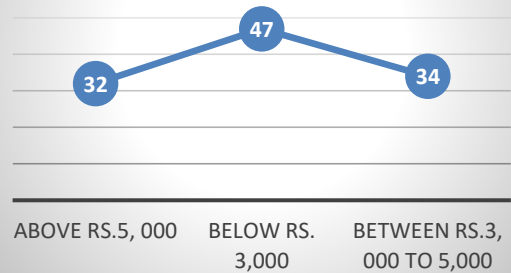
**Q-12 Are private schools increasing fee very drastically because government has no control on private school?**



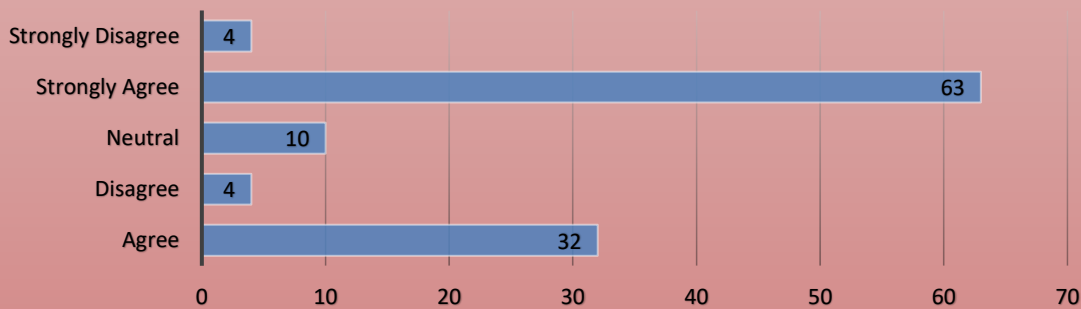
**Q-13 Are private schools charging any extra charges except fee during session?**



**Q-14 If yes then how much extra money private school are charging for annual day celebration or else?**



**Q-15 Do you think that Government should enact a strong fee regulation for private school?**



### SUGGESTIONS

Sr. No.	Proposed Fee Regulation Rules			
	ICSE and State Boards For Standard 10		CBSE and International Boards For Standard 10	
1	Registration Fee (One Time)	10,000	Registration Fee (One Time)	5,000
2	Donation etc. (One Time)	10,000	Donation etc. (One Time)	5,000
3	Annual Fee		Annual Fee	
1)	If average school Result of	40,000	If average School Result of	40,000

		Std. 10 up to 75%		Std. 10 up to 80%	
2)		If average Result of Std. 10 between 76 % to 85 % then only in that year school allowed to charge per students extra Rs. 7,500 from std.6 to std.10	40,000 +7,500 Total=47,500	If average Result of Std. 10 between 80 % to 90 % then only in that year school allowed to charge per students extra Rs. 7,500 from std.6 to std.10	40,000 +7,500 Total =47,500
3)		If average Result of Std. 10 above 85% then only in that year school allowed to charge per students extra Rs. 15,000 from std.6 to std.10	40,000 +15,000 Total=55,000	If average Result of Std. 10 above 90 % then only in that year school allowed to charge per students extra Rs. 15,000 from std.6 to std.10	40,000 +15,000 Total =55,000
4		Transport Fee( Maximum)	20,000	Transport Fee (Maximum)	20,000
5		Sport Fee		Sport Fee	
	a)	If District Level Champion	2,000	If District Level Champion	2,000
	b)	If State Level Champion	3,000	If State Level Champion	3,000
	c)	If National Level Champion	5,000	If National Level Champion	5,000
6		Field Trip and Annual Day Celebration etc. (Maximum)	5,000	Field Trip and Annual Day Celebration etc. (Maximum)	5,000
7		Only Break Fast [Food and Snacks Charges](Maximum)	5,000	Only Break Fast [Food and Snacks Charges](Maximum)	5,000
8		Food and Snacks (Lunch offer by school should be restricted)	Only in recess time (Samosa, Poha, Soybean Bread, Bhel, Bread Pakora, Upma, Idli, Banana etc. and compulsory Curd or Milk)		
9	School Timing	ICSE-8 AM to 1.30 PM	CBSE-7.30 AM to 1 PM	Other 7AM to 12.30 PM	

**Explanation of the above rules:**

- It should be mandatory to follow school's timings so that students have enough time to eat lunch (hygienic food) at their home, at least an hour for resting and other extracurricular activities. School's timing beyond 2 pm will lead to fatigue and will change their daily life routine which is not favorable for students.
- Sports fee should be charged only after success in the District level (only in the Year of achievement) or State level (Two years from the achievement) or National level (Three years from such achievement). Schools shouldn't be allowed to collect fees if they fail to achieve success in any of the given levels.
- All students should have mandatory a bank account in a cooperative bank only (so that such bank can generate revenue and heady completion with other bank) and fee should be deposited in the bank. Minimum school fee should be Rs. 40,000 and extra fee should be chargeable only in the year when school performs above average results. Otherwise the allowed minimum fee should be Rs. 40,000.
- Increase in annual fee and transport fees should be based on central government's DA % increase.
- Donations/ Developments charges etc. should be allowed (once at the time of admission) via cheque with record, up to first five years of school establishments only.

Suggested School Uniform and foot wear					
Sr.No.	Particulars	For all ICSE School	For all CBSE School	For all State Boards School	For Other School (IB etc.)
1	Dress Code	Black Pant/skirt and Shirt with cream with checks.	Steel Grey Pant/skirt and white shirt with Lines pattern	Khaki Pant/skirt with Sky Blue Shirt with checks	Blue Pant/skirt with Grey Shirt
2	Shoe Brand	Liberty Company (Black Color)	Red Tape Company (Blue Color)	Bata Company (Black Color)	Paragon Company (Blue Color)
3	House Dress	Grey Track and Light Green, Light Blue, Light Red and Light Orange	Black Track and Light Green, Light Blue, Light Red and Light Orange	Blue Track and Light Green, Light Blue, Light Red and Light Orange	Steel Grey Track and Light Green, Light Blue, Light Red and Light Orange
4	Winter Uniform	Light Black sweater	Black sweater	Grey watery	Navy Blue sweater
5	Socks	Black	White	Grey	Blue

**Explanation of the above rules:**

- Government should make uniform (dress) code mandatory and such material should be easily available in market and preference should be to Indian textile industry to provide such clothes for students.
- Government should allocate various Indian company (only) to provide such material for students so that each company has enough information to develop such product and generate revenue.
- School should be restricted from forcing parents to purchase such items from a particular store.
- In winter each student should have to wear only sweater and no tie or Blazer required.

- School cannot change dress code without pre government permission.
- A uniform dress code will allow parents to reuse it in any part of the country after transfer.

### FINDINGS

- Private school have very poor result and are not able to provide learning outcomes as per standards even though they are charging higher fee. So, they need to be regulated and a strong & uniform regulation must be made in the country.
- Private schools are directly increasing fee every time and there are independent to do so.
- Each private school has their own tie-up store and parents are forced to purchase uniform (poor Quality), stationery, books and other item at higher cost.
- Maximum number of respondents prefer private school because in most government schools have regional language as medium of instruction. But in real world English is a must but at the same time there is no correlation between the medium and knowledge of a student.
- Most of private school are frequently increasing regular annual fee as well as charging huge amount of extra charges during session for various activities.
- Most of private schools are increasing regular annual fee as well as other amenities charges (Transport etc.) without prior consultation with parents.
- Government has control but such schools are charging high amount under various other headings. Needs a common and strong fee regulation for private school.
- Maximum students have no achievements in academic, sports and other activities.
- Private school are more focused on window dressing.

### SUGGESTIONS

- ✓ **Security officer (Retired security personnel) should be appointed by the government in every school (Standard salary fixed by Government at least Rs. 25,000 per month) who will be responsible to report quarterly to DEO in a structured manner. This will ensure the safety and security of our child in private school.**
- ✓ **We heard so much about Delhi Govt. school that they transformed school structure (Window Dressing) but we are hurriedly saying that because the real learning outcome of Delhi schools will come out after few years when their students will fight with national level after 12<sup>th</sup> standard.**
- ✓ Fee for standard 11<sup>th</sup> and 12<sup>th</sup> should be based on same condition which are given for standard 10<sup>th</sup> in the table and allowed Rs. 40,000+10,000=50,000 ( Maximum up to Rs. 5,000 registration fee and 5,000 for 12<sup>th</sup> standard exam fee etc.). And other fee increment should be based on average school results of standard 12<sup>th</sup> which suggested in the above table.
- ✓ All trips/camps should indolent of presents {other than who are going in the trip} at least 4 (2 male and 2 female) with students at that destination.
- ✓ Every year private school trusty/Directors etc. should display their total property and source of income with the DEO and should be public in state government website.
- ✓ A student who are the part of the school from 8<sup>th</sup> onwards or prior cannot be force to leave school based on poor performance in their respective grade. For such student's private school should make arrangement to overcome from their weakness as our national institute (IITs) doing for reserved category?
- ✓ Private school cannot charges (for ID card/ school diary/ annual function etc) any amount other than given in the purposes table.
- ✓ There should be mandatory uniform schooling days in a year fixed by state government. And on Saturday school should be as per central working days.
- ✓ Government (DEO) should make compulsion to publish government and private school results every year online on state govt. website.
- ✓ PPP should be allowed in education so that Government School can be surveyed and government resources utilized in good manner and stop drop out of govt. school students.
- ✓ A committee of parents formed in each school and school should have to take permission for any expansion.
- ✓ Student's deposits should be replayed with compound interest @5% pa after complication or leaving of school.
- ✓ Government should facilities English medium school for people who can compete with private school.
- ✓ Number of instalment of total fee and date of payment uniformly fixed by government.
- ✓ Before to give permission to any private school government should think about bad impact on Government School and the distance between govt. school and private school should be 7 km.

## CONCLUSION

Education is the primary way for a human being to achieve any desire or wants by making a sound mind with competent skill development in all directions. Investment (Primary Need) in education is the core annual budget plan for every family. Parents are investing higher in education by compromising with other expenses like quality food and even shelter. In this research work, researcher tried to give a standard fee structure based on the yearly average school results and overall exposure received by the student from private school, which will help various educational agencies, central and state governments to strictly regulate by enactments of laws and provisions.

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