CHAPTER III

PROFILE OF THE STUDY AREA AND INSTITUTIONS

The profile of the Management Education Institutions in the study area is presented in this chapter. It is presented in two parts. The first part explains the profile of the Tamil Nadu state and the next part presents the profile of the Management Education Institutions in various districts in Tamil Nadu state.

3.1 PROFILE OF THE TAMIL NADU STATE

Tamil Nadu is one of the most important states among the 35 states in India. It lies on the Eastern Coast of the Southern Indian Peninsula which is bordered by Pondicherry, Kerala, Karnataka and Andhra Pradesh. The state is the seventh most populous state in the country and its main language is Tamil which has origined in 500 BC. Chennai is the capital of Tamil Nadu and lies on the Eastern Coastline of India. The state includes 32 districts and covers an area of 130,058 Km and more than 72,14,730 people live in it. It is the 11th largest compared as area wise in India and has a Coastline of about 1000 km which forms about 18 per cent of the country’s Coastline (third longest).

Tamil is a language with a long and ancient literary tradition that has been spoken in the Southern India for several millennia. It is a member of the Dravidian language family which includes about thirty languages of the total populations, 88 per cent are Hindus, 6 per cent are Muslims, 5.5 per cent are Christians and the remaining 0.5 per cent belongs to other religions.
FIGURE – 3.1

TAMIL NADU – DISTRICTS
In 2001, the literacy rate in Tamil Nadu was 73.45 per cent of which male 83.28 per cent and female 64.91 per cent were literate respectively, and the rate of literacy has seen an upward trend in 2011 and it is about 80.09 percent. The male literacy was 86.77 per cent while the female literacy was 73.14 per cent. Out of 34,871 primary schools in Tamil Nadu, the enrollment capacity are 62,17,720, but they have admitted 61,16,793 students only. The number of Middle Schools in Tamil Nadu are 9,969 in that, the capacity of the enrollment are 38,58,974 but they have admitted 36,80,471 students only. It is followed by the Higher Secondary Schools which are 5,660 in that, the enrollment capacity are 16,39,677 but they have admitted 15,03,033 students only.

Tamil Nadu has a history that it dates back to a thousand years or more. The state’s reputation lies with the fact that one of the first three Universities established by the British East India Company is located in Chennai – the University of Madras¹. Tamil Nadu ranks first among all the states in India with 59 Universities followed by Uttar Pradesh (56) and Andhra Pradesh (46). The state also ranks second with 23 State Public Universities followed by Andhra Pradesh (30). Tamil Nadu has been received 9.5 per cent of all Universities in the overall State of the country. There are 28 Private Deemed Universities, 23 State Public Universities, four Institutions of National Importance, Two Central Universities, one Government Deemed University and one State Open University. The Universities of Specialization in Tamil Nadu state are 29 with 14 Technical, 8 others, one Agriculture, one Law, one Veterinary and one Medical University.

Tamil Nadu state with 1,985 colleges has a share of 6.02 per cent of all the colleges in India and ranks seventh in terms of total colleges in India. It has an average access to 27 colleges per lakh population compared overall India the average is 23 colleges per lakh population. While comparing the major states, number of colleges/Universities in the Tamil Nadu could still be improved. In terms of average enrollment per college, Tamil Nadu (574) is significantly lesser overall India the average is 700. The total enrollment of the students in regular mode in Higher Education Institutes in Tamil Nadu is around 18 lakhs. Out of the total colleges in the state, 93 per cent are affiliated to Universities and the remaining are constituent/University colleges, Post Graduate (PG) off campus or recognized centers by the Universities. In terms of management, Tamil Nadu colleges are dominated by the Private Unaided colleges forming 88.5 per cent of all colleges in the state, followed by 5.8 per cent owned by the Government and 5.6 per cent that are privately aided.

Tamil Nadu is reported to have around 2,400 foreign students, which constitutes around 8.66 per cent of the total foreign students studying in India. It is the fourth highest amongst all the states that attract the students from foreign countries. In terms of gender, the enrollment is shown as 56.9 per cent males, while only 43.1 per cent of the enrollments are females, indicating the significant gender disparity. The GER for males (36.5) is much higher than GER for females (29.1). In terms of overall GER, TN ranks 1st among the entire major states in India.

At present, in India, there are about 1.86 crore students enrolled in various streams of higher education, including Business/Management studies. A recent study shows that in India education like the MBA is about 57 per cent in Maharashtra and 72
per cent in Haryana. The private institutions are focuses more on professional courses such as Engineering, Medical and MBA. GER has increased to 15 per cent in 2009-2010 from 11.5 per cent in 2005-2006 and GER for 2010-2011 has been estimated at 16 per cent.

The Pupil Teacher Ratio (PTR) is seven per cent as teachers per College are 82.5 per cent and Non-teaching staff per college are 58.7 per cent in the year 2010-11. The PTR colleges in Tamil Nadu has 7 students per teacher and is much better than the all India average of 15.1 per cent, Tamil Nadu has the healthiest PTR when compared to the other states in the country. The total number of teaching staff and non-teaching staff in all the colleges in Tamil Nadu is estimated to be 1.64 lakhs and 1.16 lakhs, respectively. It also has almost the double number of teachers per college (82.5) when compared with a allover India it figures (46.4) and the non-teaching staff per college (58.7) is much higher than the corresponding all India levels (37.3).

In terms of the placement of the teaching staff, 78 per cent of the teaching posts are at the level of Lecturer/ Assistant Professor with almost equal number of Readers/Associate Professors and Professors. Around four per cent of the staff is temporary and demonstrator/tutors.

3.2 PROFILE OF MANAGEMENT EDUCATION INSTITUTIONS IN TAMIL NADU

The growth of the Management Education in the year from 2005-06 to 2012-13, it is concentrated mostly on the intake of the students and students admitted to study in the management institutions like Government, Government Aided and Self-Finance

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2 Indian Higher Education Sector Opportunities Aplenty, Growth Unlimited, Deloitte, For Private Circulation Only, October 2012, pp. 1-29.

3 Deloitte, Nov 2013, Status of Higher Education in Southern Region, Private Curriculum, pp. 1-125
Institutions. In this connection, there is no improvement in the Government of Tamil Nadu State promoted management institutions from 2005 to 2013. Moreover in the management institutions, the total number of students admitted seems to be gradually increased year by year.

In the year 2005-06 with the availability of 5100 seats in 75 management institutions, there were only 3893 students got admitted to study various management courses. The number of students who prefer to join management course has been increased gradually in the successive years. Out of the 6,585 seats in 101 institutions, 5876 students were admitted to study in the year 2006-2007. In 2007-08, 116 management institutions had an availability of total seats around 8,525 but only 7,586 of them were admitted to study the management course. And from 12,150 approved seats 11,445 of them were admitted in 178 management institutions during the year 2008 to 2009.

From 2009 to 2010, the total seats were 17,790 and only 14,500 students were admitted to study the management course in 272 management institutions. Out of 19,890 seats, 15,312 were admitted in 2010-2011 by 274 management institutions. There were only 14,861 students got admitted to various management courses in 2011-12 as the available number of seats were 22,770 from 284 institutions. In 2012-13, in 290 management institution, 15,520 students got admitted out of 25,048 available seats. This indicates that the management institutes has increased gradually because of the preference given by the students in the area of management education since 2005.

Moreover, the development of the Management Education in Tamil Nadu during the year of 2005 to 2013 mainly focuses on the intakes of students and admission to management institutions such as Government, Government Aided and Self-Finance Institutions. Totally 435 institutions were approved by the AICTE to offer
Management Education which includes, 276 Engineering Colleges and 71 Arts and Science Colleges and 41 Business Schools to serve the purpose. The present study is conducted among 15 per cent of the total 435 Educational Institutions (apart from the National Importance Institutions and Universities) offering the Management Education at Post Graduate Level. They are of different categories namely Indian Institute of Management (IIM), Indian Institute of Technology (IIT), Universities, Business Schools, Engineering and Arts and Science Colleges of Management Education in Tamil Nadu State.

In order to study the growth of the Management Education in Tamil Nadu, the State has been categorized by future regions in order to narrow down and analyze the growth in a particular region. There are together six regions in Tamil Nadu comprising 351 institution which offer courses on at the management studies Post Graduation Level. Tiruchirapalli region consists of 10 districts, Chennai covers three districts, Madurai region consists of six districts which is followed by Vellore region with two districts, Coimbatore region with eight districts and Tirunveli region with 3 districts.

Tiruchirapalli region consists of the following districts namely Tiruchirapalli, Ariyalur, Cuddalore, Karur, Nagapattinam, Prembalore, Puthukottai, Thanjavur, Thiruvarur and Vilupuram. In Trichirapalli region, 40 Engineering Colleges, 10 Arts and Science Colleges and 10 Universities offer Management Education. Totally, 60 Management Educational Institutions exist in Tiruchirapalli region.

Chennai region consists of three districts namely Chennai, Kanchipuram and Thiruvallur. In this region, 70 Engineering Colleges, 23 Arts and Science Colleges and 14 Universities offer Management Education Institutions. The Kanchipuram district has more number of management education institutions to offer management courses.
Madurai Region consists of six districts. The districts covered by Madurai region are Dindigul, Madurai, Ramanathapuram, Sivaganga, Theni and Virudhunagar. In these districts, there are 20 Engineering Colleges, nine Arts and Science Colleges and six Universities with management studies.

Vellore region consists of two districts namely Thiruvannamalai and Vellore. Out of 16 management institutions in Vellore region, 12 Engineering Colleges, 2 Arts and Science Colleges and two Universities have management studies.

Coimbatore Region is the second largest region merged with 8 districts namely Coimbatore, Dharmapuri, Erode, Krishnagiri, Namakkal, Nilagiri, Salem and Tirupur. The Coimbatore region has 114 Engineering Colleges, 25 Arts and Science Colleges and nine Universities that offer management studies. Totally, 148 Management institutions are running successfully in Coimbatore region.

Tirunelveli region consists of three districts namely Tirunelveli, Kanyakumari and Thoothukudi. In this region, 22 Engineering Colleges, two Arts and Science Colleges and two Universities have management studies. Totally 26 institutions having the Management Education in Tirunelveli region.

Among the six regions, Chennai and Coimbatore have the maximum number of Management institution. This may be due to the fact that these regions have more infrastructure, exposure to students regarding the Management Education and more over huge number of industries and job opportunity make this region more preferable for the students to choose the Management Education.

Based on the brief profile of the Management Education Institutions in Tamil Nadu state, the present study has been profile in the selected management institutions in Tamil Nadu state.