CHAPTER - 7
RECOMMENDATIONS AND CONCLUSION

7.1 RECOMMENDATIONS

Based on the analysis various strengths, weaknesses, opportunities, and threat for self financed technical institution of Amravati University region is identified. From this again satisfaction levels for different customers from those technical institution is derived and in all, this is the process of infering opinion of different samples (i.e. customers) about technical institutiton which is already stated in findings (5.6) and based on this following recommendations are made.

7.1.1 For increasing satisfaction of the students :-

Satisfaction of students may be around following factors on which institutions have to work :-

1. Continues improvement in curriculum as per changing global needs.

2. Providing infrastructure and other facilities for their development.

3. Institutions goals and objectives should be to improve quality and customer satisfaction.

4. Marketing of educational services to build the reputation and recognition of institute in global world.

5. Appoint highly qualified experienced and committed faculties.

6. Institution should provide practical oriented education.

7. Sandwich courses can be introduce in institution.
8. More exposure of the industries for the students.

9. Applying TQM culture in institution.

10. Providing adequate fees structure.

11. Providing inplant training.

12. Institutes can provide dual degree programmes.

13. Arranging personality development classes.

14. Giving additional knowledge of innovative technology by encouraging them to participate in national and international seminars.

15. Arranging short term courses based on current technology.

16. Providing more employment opportunities through campus placements.

17. Continues interaction with passout students.

7.1.2 **Recommendations for increasing satisfactions of parents** :-

Satisfaction of parents can be bring by following points:

1. To provide more employment opportunities through campus placements to their wards.

2. By giving adequate fees structure.

3. Providing convenience for providing fees like providing help to generate financial assistance from different sources of finance.

4. Providing convenient installments facility to give the fees.
5. By continues interaction from institution to know their needs and wants and also opportunities to participate in decision makings.

7.1.3. Recommendations for increasing satisfactions of industries:

Industries can be happy if institutions follow following recommendations

1. To develop curriculum around current global needs and international standard.

2. More exposure of students to the industries.

3. Arranging common programme for research and development.

4. Providing industrial training to the students as an apprentice.

5. By the participation of industries in management of institutions.

6. Institutions should develop the students with versatile features and developed personality.

7. Provide short term courses to students around current industrial needs.

8. Continues interaction with companies to identify their needs and wants.

9. By inviting some suggestion for development of institutions for that joint forum of company representative and institution representative can be made.
7.1.4 **Recommendations for development and expansion:**

In order to expand the limit of our technical institutes nationally and internationally i.e. making it global institution, should work around following factors.

1. Changing the curriculum to an international standard.
2. Connectivity by the internet and www for students.
3. Collaborating with foreign institution or universities.
4. By launching distant education courses.
5. Even institution can set their campus in other university areas and even in foreign countries.

7.1.5 **Recommendations for raising finance:**

For increasing economic strength, institutions can launch.

1. Consultancy programmes and testing services.
2. Joint programmes between company and institutions for research and development.
3. Undertaking some advance short term courses for internal and external students.
5. Undertaking state and corporate projects.

Implementation of above suggestions will automatically build the reputation of institutions. Which will enhance the strength of the institutes and flow of potential students from local, national and international region will be attracted towards our institutions even the doors for global market will be open to our institutions.
7.2 CONCLUSION

By understanding the need of liberalization and globalization institutions will have to prepare students who will be capable to copeup with advance technical needs. Institutions of Amravati University region can not separate themselves from present global scenario. Now there is urgent need to change narrow approach of institutions for development by adopting new strategy. Changes may be implemented through marketing of educational services in their institutions around marketing elements, product, price, place and promotion. Working on every elements will give the strength in quality, opportunities for development, improved financial status, and opportunities for expansion i.e. opening the doors to enter in global market with improved reputation and image of technical institution.

Marketing efforts are mainly relating to customer satisfaction for their educational product i.e. service should be armed with renovating curriculum and other elements fulfilling the global requirements, by incorporating international practices and approaches which provide the curriculum and other elements a global perspective. So quality of educational services provided by our institutions requires continuous improvement, directed towards the satisfaction of customers and it is mainly depend on the benefits they are deriving at utility of that services. If the services have more utility they will be more satisfied. Utility may be measure in economic and developmental opportunities that students are getting.

Marketing strategy will increase the service standard of
institution thereby increasing satisfaction of the customers and creating loyalty about the institution, which will be useful for image building of institution. Ultimately satisfied customers are important media of promoting the institutions.

It is extremely important in today’s competitive environment that industries and institutions enter into a partnership for mutual benefit. With their mutual interaction institution can know the requirement of industries and try to impart the knowledge to the students which industry requires because quality produce quality. If institution are providing educational services of quality its output i.e. students will be of quality and when they are absorbed and utilized by industry then output from industry will be of quality and up to the mark of global standards. This affects in reducing wastages of efforts, time and money and utilizing students directly for productive purposes.

Marketing of educational services will provide additional economic opportunities to the technical institutions with improved image. Institution can give serious thought for expansion as doors can be opened for them to enter in global market. Related to this, now a days image building is important, when our institution enter in global market, an institution name should carry weight. Heavy weight in name gives the special attention of customers towards the institution in highly competitive market.

Now technical institution’s role is dominant in the modern age. Development of society is ranked on technological development and technical institutions are the source of it. Customers of technical institutions are the members of society, with marketing of educational services of technical institutions, the quality of services will improve. Because of this institutions are in a position to satisfy the needs and wants of their different customers, thereby helping in development of members of society and so as the nation.
7.3 SUGGESTION FOR FURTHER RESEARCH:

As already explained in previous chapter, there is need of well organized, advanced and universal curriculum for engineering education in India as per current global requirement. So that there should not be difference in standard and contents of curriculum as per institutes or university regions. Again in present era technological development is very rapid and ever changing for that curriculum should be sufficiently flexible to introduce new changes as per changes in technology. For all above there should be development of system for introducing modern curriculum which can face challenges of globalization and it may be the subject for further research.

7.4 THE DIFFICULTIES FACED BY THE RESEARCHER

1. Management representatives were initially reluctant to free transfer of information.

2. Travelling to the institutions, industries and securing precious time of the respondents posed little difficulty.

3. The faculties were apprehension of talking about weaknesses of the institutions.

4. Approach to the company representatives and collecting information from them out of their busy routine creates some difficulty.

5. It becomes difficult to locate ex-students and approach them for interview.