ABSTRACT

India is now one of the most prominent countries who is striving rapidly towards development. Lot of changes are introduced in the economy of country, most important is liberalization and privatization policy which is the implication of flow of globalization which is strongly marking its impact on world economy. Globalization has developed an environment for free flow of information and technology through various means in a very fast and efficient manner. This has lead to shrinking of the world. Bringing together people from different cultures, and environments giving rise to global village. Globalization in a macro view can be defined as the cultural, political and environmental dimensions across the international boundaries.

In such scenario countries that demonstrating economic success today are those which have invested heavily and selectively in the training and development of its human resource. To compete and do well in the global economy, we need to produce world class human resource from our institutions and this is possible only if we restructure and adequately strengthen our technical education system.

Globalization has resulted in many new challenges to the technical education system. The old structure of industry is vanishing and in place of it they are building new organizational set up. The key input of the success of this new brand of industries and services units is group of highly motivated and technically trained work force. Institutions have to produce manpower not only for the local market, but also for the national and international markets as well. And in this information age students and parents are also aquainted with above fact. As industry students and parents are also becoming quality cautious to sustain the competition of globalized scenario with increased potential and to make their growth and development.

Because of increased awareness and requirement, today number of customers of technical institute including students, parents and industries will make approach to those technical institutions from where they can complete their needs and wants satisfactorily and it is always around high quality educational services. If customers are not finding services upto their satisfaction, from any one technical institute then they will migrate to other institution which brings problem to the technical institution from where they migrated and can bring uneven development of technical institutions. For minimising threat of migration of customers every technical institutes has to understand the requirement of changed scenario and expectations of customers and adopt effective marketing strategies to bring the satisfaction of customers to create loyalty and reputation of institutions. It will also bring the opportunity of expansion for technical institution nationally and internationally in present globalize scenario. So the institution of the technical education that can accept the challenges and implement the global demands will lead the system in this century and presence of such institutions will also contribute in the development of our country and society.

Manish D. Jadhav

Date: - 10 May 2007

Amravati