Case Study

Education Based Economic Reform: A Case Study of EduCARE India

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Abstract

Entrepreneurs are people with vision who recognize and pursue opportunity, create and establish businesses or new ventures, take into account the risks involved, have control over the present and future and flexibility to change and adapt with the changing times. Accordingly, entrepreneurship is the process of creating value by bringing together specific set of available resources to exploit an opportunity.

Keywords: Education, Edu-preneure, Business Opportunity, Innovative Entrepreneurship.

Introduction

"I know what I need to invent the world that I invented, give it to others and do not finish inventing it that I think would increase it in terms of services." - Thomas Edison's statement clearly represents a set of character attributes above - vision, knowledge, desire for success, optimism, value, and the ability to control his own destiny.

It gives people the advantage of 'entrepreneurs' innovations, products or innovations that use these innovations to deliver higher quality and better satisfaction to the companies that produce these products. Joseph Skepeter gives his losing character to his' theory of economic growth. He actually said that when he did a new combination of my business, his entrepreneur, according to his "Entrepreneur, Is expected to be stable. According to Peter Drucker, "Innovation is an entrepreneur's specific tool that has utilized change as a business opportunity for other services(1).

It can be presented as a discipline, learning is possible, innovation sources, opportunities for transformation and successful innovation Reflecting companies must intentionally search for their symptoms. They can practice. And they learn the principles of the need for successful innovation and application. "Innovative Entrepreneurship Certain instruments can build additional wealth and resources, now a days a lot of
researches and higher education makes the new height and era of the new education system(2-4). It is a function that improves new abilities and resources. Innovation does not have to be a skill, it really does not have to be an 'object'. Bright ideas can be a potential source of innovation, and you can change the curriculum or the entire education-related education system, and we think you can call 'Edupreneurship'(5).

Objectives and Research Methodology:
This paper attempts to study the edupreneurial management of an education service provider, Educare Pvt. Ltd. It discusses how Educare seized the right opportunity to tap into the value added education segment, implemented the innovative teaching methodology and used latest technology to manage the resources and expanded its business horizon in keeping with the objectives of corporate social responsibilities. This research work is based on secondary data available through books, journals, company manuals and web portals.

Entrepreneur
Educational Entrepreneurship, Entrepreneur or looking for new ways in education, research, and striving for innovative change and development in the field of education. Edu-prenuer is an entrepreneurial approach to education excellence that includes all components of education using the use of technological tools for academic curricula, education and better management of resources. Edupreneur:

a) Bring a significant change to the existing educational model,
b) Develop innovative teaching methods,
c) Increase the toughness and increase the personality of the students,
d) Inject creativity and receive an assignment for a scientific Attitude. Spiritual foundations,
e) Improving learning ability through technology,
f) Provides industry-oriented curriculum for students to explore the employability of,
g) Corporate Social Responsibility, Exploring New Business Opportunities in Education(5, 6).

Entrepreneur in India:
There is a big gap between the requirements of these specialized courses that teach traditional education based on growth and recognition of professional qualifications and vocational education in higher education rates(7). To address these gaps, innovative ideas to offer the quality of education to address the old stereotypes individual / group of individuals trained break. Education is now recognized as a new business proposal. India has a number of successful edupreneurs(8).

1. Rajendra S. Pawar &Vijay K Thadani (NIIT Ltd)
2. D. K. Goel (FIITJEE)
3. Pramod Maheshwari (Career Point);
4. P. Viswanath, M N Daruvala &Pramod Kumar (T.I.M.E)

They were creating a niche for themselves and also giving wings to the aspirations of the students. The case of Educare Pvt. Ltd. provides us a perfect example of entrepreneur. This paper strives to study the changing pattern of the course contents and pedagogy of Educare Pvt. Ltd. as a service
provider in the field of education(9).

**Company Profile:**
Educare Ltd is one of the leading educational organizations in Asia around the various educational sectors and students of different ages. Educare Ltd is the leading teams composed of IIT-IIM alumni with a passion for excellence in education, the life and career of a student has been formed for 18 years.

Educare enables individuals to realize their potential and achieve their dreams. This is the core ideology, determined by the brand CL, aimed at varying and effective an Indian academic excellence built for about 18 years, established as a brand in itself, innovation and profound domain knowledge. Educare is active in the various education sectors, including preparation of the test, K-12 education, higher education and vocational education.

In 175 parts of India, more than 225 learning centers spread and has a state-of-the-art infrastructure. It holds more than 3,000 strong staff, and provides approximately 65% of a learning path of intermittent education in different areas, teachers, trainers and academics mentioned above for all students. Currently, learning centers operating in Dubai and Abu Dhabi are working(10).

**Educate by Morphosis mode of development of a Part:**
Ranging from a modest start in April 1994. Today's education educators, Educare has planned a long glorious journey. After the bank early to put money on food containers closed, it has excellent operating profit in all sectors of the education industry, ranging from the operational enterprise houses CL is a well-known name in Asia today. . MBA of the group discussion and interviewing coaching written in the preparation of the test, hotel management, official and GATE CL showed that scores on all aspects of the competition test in India. In addition, the school itself started in 2005 (Edu School of the World) and Edu World School of Business (2006) jointly held its position in the K-12 sector, a variety of schools in the rural areas of the Soil Pyramid schools. Based on the established races in education, Educare Ltd has come a long way in a short period of time(11).

**Corporate Partners:**
Educare has won the trust and made association of various leading national and international corporate institutes for example
- IBM,
- Harvard Business School,
- Hindustan Unilever Ltd,
- Microsoft,
- Bonanza,
- HDFC etc.

**Various Ventures of Educare:**
**Test Prep Program:**
During the past 15 years, Career Launcher has provided a preparation of the test courses for admission to various fields of study abroad and undergraduate and graduate level. Courses like (BBA, CA-CPT engineering, English language education, hotel management, right). Students (banks, private services, gates, MBA, just apply).
International Education (GMAT, GRE, SAT) Technical Schools:
It fills the gap between your textbook knowledge and practical business / industry needs. Kestone Division is a venture of Educare formal vocational training focused on employability of the indigenous peoples in India, mainly to improve university students of the city. Kestone plays an important role in ensuring, evaluating and managing human resources for optimal performance, final and well-cleaned technology for a particular job of the right candidate.

Edu World School (EWS):
A school innovation is a way of life. Schools development priority personal; Not knowing that the boundaries teach students to study. Indore, Hyderabad, Raipur, Bhiwani, Mandi, Ahmednagar, Gurgaon, Ludhiana, Aurangabad, Majitha, Nagar, Dhampur, Jalgaon and 15 schools in Pune.

Bottom of the school's pyramid:
The Educare 'bottom of the pyramid' schools initiative is not about the degree of illiteracy is about education. Four Edu rural schools to provide the skills and trust to provide the backside for holistic education is aimed at thinking and promoting technology. Schools and strives for a change agents in the city in which they are active, and therefore plays an important role in social change and the value creation process.

Edu World School of Business (IWSB):
The desire to fire their own boss becomes something for you; the desire to do nothing is an innate human need. Sanya to Edu World School of Business (EWSB) Ovens Silver Sparks fly fully expels proudly to the toughness of steel casting. Breaking a world-class curriculum that is not graduated from the IWSB manager's restrictions on the ability of the cabinet to ensure that the pioneers of change.

The learning process of introducing innovative approaches to learning how Educare Pvt is a paradigm shift. Traditional learning method based on a pure teacher's river has established itself as an innovative way of concentrating on the holistic development of students. All modules are student-oriented and practice. For his or her participation, experience, voice advices and assume that the main focus of the learning process. Learning from IWS consists of the following three steps:

- ‘Ananda’
- ‘Jigyasa’
- ‘Sadhana’

<table>
<thead>
<tr>
<th>1</th>
<th>Grade Nursery to 2</th>
<th>Ananda</th>
<th>Learning Through Joy</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Grade 3-8</td>
<td>Jigyasa</td>
<td>Learning Through Experimentation</td>
</tr>
<tr>
<td>3</td>
<td>Grade 9-12</td>
<td>Sadhana</td>
<td>Practicing To Perfection</td>
</tr>
</tbody>
</table>

Table 1: These stages are highlighted in the following figure.

Learning by doing or experiential learning is the methodology followed at IWS. Central to the approach is the creation of active interaction between the teacher and students,
leading to better understanding of the subject. The innovative VKVN four-step approach is used to impart learning. It denotes the following four elements (14).

**Vastu (Object):** An object or idea is presented to fuel a child's curiosity

**Kriya (Task):** A task is presented to explore the concept being explored

**Vishleshan (Analysis):** Analyses of what was, observed and done follows. Questioning, sharing and reflection, are done in individually and in groups.

**Naamakaran (Classification or Naming):** Making sense of new information, names are finally attached to phenomenon that was observed and experienced.

The focus is on the holistic education of the learner through - Self Directedness and Self Discipline, Creativity, Collaboration and Communication, Language Skills-DEAR (‘Drop Everything And Read) Period, Activity Based Maths, Unique Early Age IT Curriculum. Music, Art and Sports are given a lot of importance at IWS.

**Entrepreneurial Development approach at EWSB and Educare Skill School**

Edu World School of Business (EWSB) and Educare Skill School have been founded with a mission to create well-rounded, open and responsible entrepreneurial managers who can be growth catalysts in organizations, businesses and dynamic market environment through leadership in thought and action.

Educare Educate has adopted a very innovative teaching methodology on the basis of different dimensions of pedagogy and corresponding desirable approaches that are depicted as under -

**Table 2: Pedagogical Dimensions and Approach**

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedagogical Base</td>
<td>Constructive</td>
</tr>
<tr>
<td>Learning Focus</td>
<td>Learning to Learn</td>
</tr>
<tr>
<td>Learning Goal</td>
<td>Autonomous</td>
</tr>
<tr>
<td>Teacher Role</td>
<td>Facilitative</td>
</tr>
<tr>
<td>Delivery Modes</td>
<td>Open</td>
</tr>
<tr>
<td>Learning Structure</td>
<td>Flexible</td>
</tr>
<tr>
<td>Instructional Models</td>
<td>Learning Team Centered</td>
</tr>
<tr>
<td>Learning Methods</td>
<td>Active</td>
</tr>
</tbody>
</table>

Focus on core entrepreneurial competencies: Educare Pvt. Ltd. has indentified the essential competencies required for the making of an entrepreneur and also devised effective set of means to actualize these competencies. The details thereof are given in the table below
Table 3: Defining Competencies and Means to Develop

<table>
<thead>
<tr>
<th>Competencies</th>
<th>Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to Adapt and Change</td>
<td>Flexibility</td>
</tr>
<tr>
<td>Business Acumen</td>
<td>Knowledge of Business Requirement</td>
</tr>
<tr>
<td>Communication Skill</td>
<td>Listening Writing Interpreting Verbalizing</td>
</tr>
<tr>
<td>Information Management</td>
<td>Persuasion of Groups for Desired Result</td>
</tr>
<tr>
<td>Leadership Corporate Management</td>
<td>Leading people to Achieve Goal</td>
</tr>
<tr>
<td>Negotiation Skill</td>
<td>To Reach Win-Win Outcome</td>
</tr>
<tr>
<td>Conflict Resolution</td>
<td>Negotiation and Influence to Resolve Conflict</td>
</tr>
<tr>
<td>Creativity, Innovation, Entrepreneurship, Vision</td>
<td>Design Development and Implementation of New Ideas/Concepts</td>
</tr>
<tr>
<td>Co-operation and Interpreting</td>
<td>Work within and Across the Team</td>
</tr>
<tr>
<td>Verbalizing</td>
<td></td>
</tr>
<tr>
<td>People Skills</td>
<td>Ability to Work With People</td>
</tr>
<tr>
<td>Presentation Skills</td>
<td>To Effective Design, Development and Present Information to Target Audiences</td>
</tr>
<tr>
<td>Problem Solving</td>
<td>Use of Tools and Techniques to Resolve Problems</td>
</tr>
</tbody>
</table>

Technology and Educare:
Just like any other entrepreneurial venture, Educare too relies on the latest technology to meet the present and the future business challenges and seize the opportunities for excellence. Educare’s technology affiliation is manifested as below(15):

a) Use of VSAT link for creating virtual classrooms at 225 centers in India and abroad.
b) Use of latest internet technology to conduct online mock test for various competitive test courses e.g. CAT, CLAT, GRE etc.
0) Use of software application like NAV 5.0 for efficient administration and accounting and financial management.
d) Interactive and Smart Classrooms using computers, LCD projectors etc.
e) Online business transactions with its Business Partners across India e.g. study material procurement, student database management, financial transactions etc.
f) Implementation of advance EBP solution for efficient education delivery(16).

Corporate Social Responsibility (CSR) and Educare:
In the true spirit of a responsible corporate Educare has undertaken several initiatives to uplift the underprivileged and provide them opportunity for coming into the social mainstream. Some Educare CSB initiatives are discussed below:
a) It endeavors to promote a culture of energy conservation among its employees.
b) Most of the business transactions, correspondence and HR administration processes are kept online to minimize paper usage.
c) Launched 10 ‘Bottom of Pyramid’ schools in Andhra Pradesh to democratize
the quality education and extend its reach to the rural children.

d) In collaboration with Boshni Academy, Educare gave underprivileged girl’s access to CL Educate’s personality development training with special emphasis on English speaking, Computer Literacy, Communication and Public Speaking; advice on important topics such as health, nutrition, hygiene, and also access to key resources such as health clinics, legal clinics, digital equalizer centers and microfinance banks.

Conclusion
It might be concluded that Educare has charted a new course in the field of education and manifested the edupreneurial qualities right from grabbing the right opportunities with some element of risk involved. It ventured on the path where no other entrepreneur had even dreamed about. During its journey Educare devised and developed innovative course curriculum and pedagogy. Along the way it also took up the corporate social responsibility. It has given new dimension and perspective to education.

References


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