

ANALYZING THE DIFFERENCE BETWEEN MANAGEMENT STRATEGIES OF VERNACULAR MEDIUM SCHOOLS AND ENGLISH MEDIUM SCHOOLS IN INDIA

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ABSTRACT

There are mainly two types of schools in India. The first one is vernacular medium schools where the students are provided education in their native language and the second one is English medium schools where the medium of instruction is English. There are various differences in between these two types of schools. In vernacular medium schools, the main focus is on the native language of the students and their culture but in English medium schools, the focus is on the English language to make them employable in future. This paper aims to analyze the differences between management strategies of vernacular medium schools and English medium schools in India with examples.

Index Terms: Education, Vernacular medium schools, English medium schools, Education India.

I. INTRODUCTION

Vernacular medium schools refer to the schools where students are imparted education in their native language. The medium of instruction is the native language where the school is located. India is a country consisting of 28 states and all of these states have a number of schools. The languages spoken in these states are different from each other. Hindi is considered as national language in India and it is used in most of the northern parts of India but apart from Hindi, a number of languages are used in other states such as Tamil, Telegu, Bengali, Oriya, Punjabi etc and medium of instruction of the schools in the respective states are also these languages [1]. Most of the vernacular medium schools are state run in India and very few are there that are privately run but they get constant help and fund from state government [2].

There are many differences between the vernacular medium schools and English medium schools. Most of the students studying in vernacular medium schools are in rural and semi urban areas. In cities like, Bangalore, Delhi, Kolkata, the number of vernacular medium schools are decreasing day by day. The first reason for the growing number of English medium schools is the employability. English skill is considered as the basic requirement in any job. There has been an increasing prevalence of English in the business transactions and the working knowledge of English has become one of the important elements while applying for a job in private companies [3]. In today's modern scenario, the number of private companies is increasing day by day and it is getting very important to gain English skill from the very beginning. Another difference between vernacular medium schools and

English medium schools is in terms of infrastructure [4]. As most of the vernacular medium schools are state government funded, they do not have proper infrastructure but, the most of the English medium schools are privately funded except very few and they have all the infrastructural requirements in schools such as proper sitting arrangements for students, classrooms etc. Almost all of the English medium schools have started computer education from the very primary stage and they have different computer rooms for different levels of students. The computer education is very rare in vernacular medium schools. The main difference between the vernacular medium schools and English medium schools is in terms of management [5]. The vernacular medium schools are managed by the teachers of the schools and the management team consists of the teachers only but in vernacular medium schools, they have different people responsible for different managerial level works and all of them are qualified management person [6]. So, they can do all the management activities properly compared to the vernacular medium schools.

II. OBJECTIVES OF THIS PAPER

The main aim of the paper is to analyze the difference between management strategies of vernacular medium schools and English medium schools.

The objectives of the paper are:

- To analyze the role of management of vernacular medium schools
- To analyze the role of management of English medium schools
- To address the difference between management of vernacular medium schools and English medium schools.

III. MANAGEMENT IN VERNACULAR MEDIUM SCHOOLS

In vernacular medium schools of the board of management usually consists of the principal and teachers of the schools. They do not involve any

professional management person in the board of management. There are major roles of management in any organization, whether it is school or any private company. The major activity which is done by the management is recruitment [7]. But, as most of the vernacular medium schools are state government funded, the recruitment is done by the school service commission of government. The top position of the school management team in vernacular medium schools is hold by the principal and he has the responsibility for success or failure in the school's aims and he is the responsible person who is responsible for achieving the requirements of governments. Principal is the ultimate leader in the vernacular medium schools and the activity of the leadership of the principal is shared among other teachers in schools [8]. The teachers are always prepared to support the initiatives taken by the principal and they can also share their views regarding the initiatives. The management of vernacular medium schools is also responsible for the physical environment of schools.

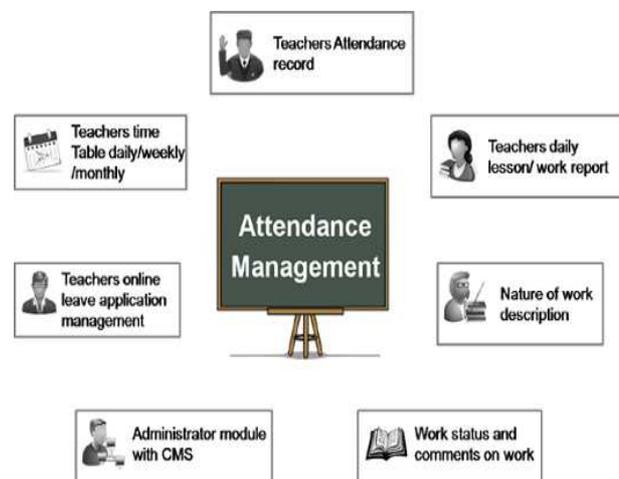


Figure 1: Attendance Management

Source: Cohen, L. Manion, L. & Morrison, K. [10].

Research methods in education. London: Croom Helm

They also look at the suitability of learning space and the potential for the negative and positive influences on the learning process. The playgrounds

and other areas in the school have a great effect on the behavior, attitudes and relationships of the students and the staff using them. Like corporate environment, audit of the resources, materials, books and the accessibility of the things are done by the management team and the teachers do this according to their subject of expertise [9]. Another major role of the principal and teachers in vernacular medium school is to keep proper communication with the parents and the members of local community. Information sharing is another major activity of principals in vernacular medium schools. They distribute all the information regarding schools among other staff frequently and liberally.

IV. MANAGEMENT IN ENGLISH MEDIUM SCHOOLS:

As mentioned earlier, most of the English medium schools are privately funded. There are many English medium schools across India that are founded by a group of people and many schools are there that are founded by corporate organizations. There are very few English medium schools in India which are government funded. Kendriya Vidyalaya is such an English medium school which is government funded [10]. The management team of English medium schools consists of experienced management staff as well as the teachers in schools. As the schools have enough fund they can easily employ well experienced management people to look after all the management activities within the school and the teachers can also focus on teaching the students. Most of the English medium schools have different managerial level people to manage different activities. They usually have a group of managerial employees to take care of recruitment, planning, organizing, controlling and monitoring the activities etc [11]. In most of the English medium schools, the recruitment is done by the school itself and they want to select the best candidates for the schools. The management follows the same stages of recruitment like any corporate company to recruit

teachers in the schools. There are several steps of recruitment in vernacular medium schools. The recruitment personnel in English medium schools are highly experienced and most of the time it is found that they are MBA from the recognized universities [12].

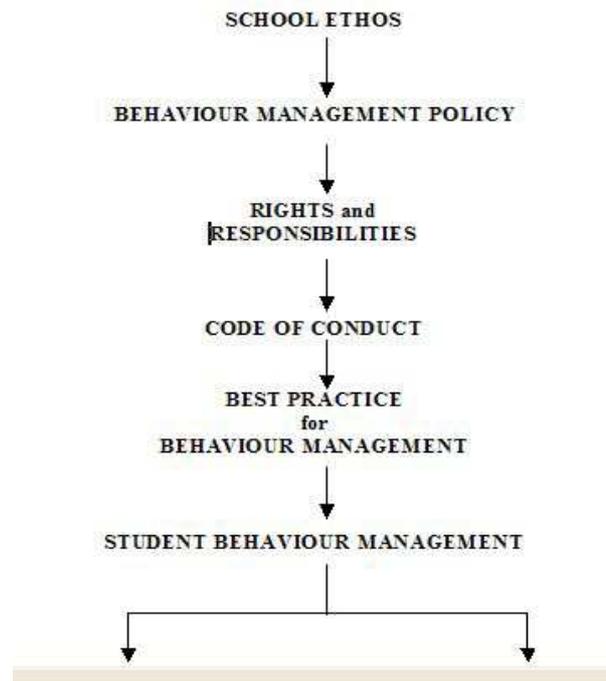


Figure 2: The above diagram shows the roles of management in any school

Another major activity which is done by the professional management team in English medium schools is planning. The management team in English medium schools decides what needs to happen in future and the planning is usually done by the management team on a daily basis [13]. They make general plans for actions for the next week, next month, next year and they also make plans for the next five years. They develop operational plans which include clear objectives, quality standards of education, activities to be delivered, desired outcomes, implementation of the timetables, a process of monitoring, managing resource requirements and staffing [14].

As the English medium schools are privately

funded, the finances are also managed properly. The financial management and planning is done by finance department which usually consists of certified CA and management professionals. They develop various financial statements such as balance sheet, income statement and cash flow statement regularly to keep the process error free [16]. It helps them to estimate the cash needs and a decision on how to raise the cash. The management team of English medium schools helps to achieve the organizational goals and they also make sure that the resources within the schools are optimally used. The management team of English medium schools is also responsible for facilitating the growth of the school and diversification too. They also take care of all the teachers and non-teaching staff in the school. Another major role of management in English medium is to organize training for the new staff [17]. Knowledge and skills training is quite important for the new teachers and non-teaching staff within the school. So, the English medium schools organize training for school wide staff development periodically to make everything well developed in the school. These trainings are quite helpful for the teachers to take small decisions within the school [18].

V. DIFFERENCES BETWEEN THE MANAGEMENT STRATEGIES IN ENGLISH MEDIUM SCHOOLS AND VERNACULAR MEDIUM SCHOOLS:

There are a number of differences between the management strategies in English medium schools and vernacular medium schools. The first difference is in terms of the formation of management team within the school. The management team of vernacular medium school usually consists of the teachers due to the lack of money to employ experienced management people. Most of the vernacular medium schools are state funded and it is often found in the schools that they are not getting funds properly [19]. On the other hand, the management team of English medium school usually consists of well experienced management personnel.

The teachers are also there in the team but they are not responsible for taking any decisions in the school management process. The management in English medium schools have specific teams to accomplish specific tasks [20].

The recruitment of teachers and non-teaching staff in vernacular medium school is usually done by the state government school service commission. So, the management of the school cannot interfere in the recruitment and selection process of the teachers. On the other hand, as most of the English medium schools are privately funded, the recruitment activities are done by the school itself. They have a management team which is especially meant for all the recruitment activities within the school. The recruitment process in English medium school is quite strict and there are several stages involved in the recruitment process.

Another difference in management strategies between vernacular medium schools and English medium schools are found in terms of payroll management. In vernacular medium schools, the teachers receive salary directly from the government but in case of privately funded English medium schools, the teachers as well as the non-teaching staff receive salary from the school management.

The difference is also found in terms of infrastructural management. The English medium schools are usually rich in terms of infrastructure and they make proper planning for development of the schools, whereas the infrastructure of most of the vernacular medium schools is found to be poor compared to the English medium schools. The management in English medium schools also provides various types of rewards and incentives to the teachers and non-teaching staff to motivate them. They also bring new ideas to the school which improves the level of learning and teaching.

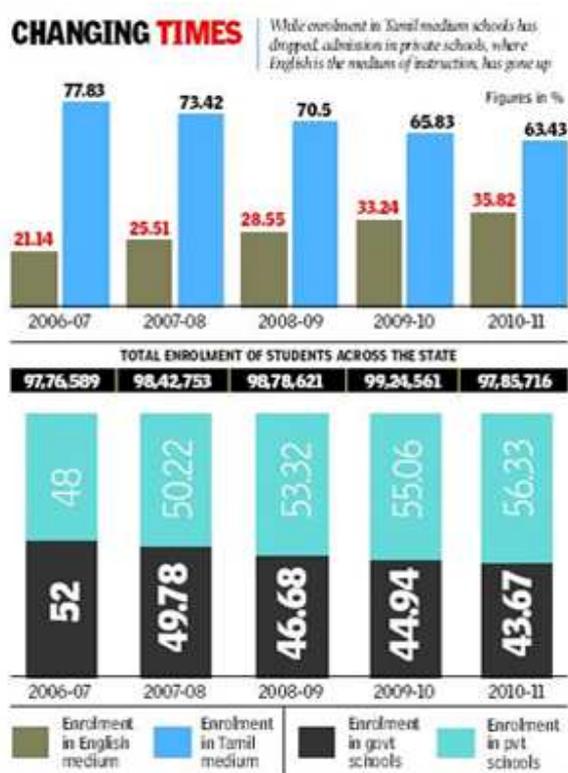


Figure 3: Enrolment of students in different medium schools

Source: Way2K

A number of conflicts can be found in recent years in terms of management in vernacular medium schools as well as English medium schools. In a school named Holy Grace English Medium Higher Secondary school at Kuruvilassery in Mala, students were asked to pay a fine of Rs. 1000 for speaking their mother tongue in their schools. Some students were asked by the management to pay a fine of Rs. 1000 and some of them had to pay Rs. 250 as fine for speaking Malayalam. The school is under CBSE Board and it is managed by a society consisting of 30 people. The management of the school stated that the students should only communicate in English and not in Malayalam. The students were not allowed to attend classes until they paid the fine. The number of students in vernacular medium schools is increasing day by day due to the improper infrastructure and other management strategies. In

Nagpur, it is found that the number of students in vernacular medium schools has been dwelling with every passing year and there has been a drastic change in the number of students [12]. The civic body of Nagpur Municipal Corporation of primary schools spends Rs. 50 crore every year for the primary schools under NMC but the number has come down to 34,775 from 36,145 in the academic year 2011-12 [12].

VI. CONCLUSION

There are a number of differences can be found between the management strategies in vernacular medium schools and English medium schools. The management teams of English medium school are usually stronger than the management team of vernacular medium schools. The management teams of the vernacular medium schools usually consist of teachers and there are very few cases where the management team consists of parents' representative. There is no involvement of experienced people from management background who can handle all type of management activities properly. Teachers in vernacular medium schools are busy with teaching throughout the day and it is quite difficult for them to do all the management activities apart from teaching their students. On the other hand, most of the English medium schools are privately funded and they have enough money to spend to carry out all the activities properly in schools. For this reason, most of the English medium schools in India have different management team for different managerial activities. The team consists of well experienced managerial people who handle all type of management activities properly. They make operational plan, financial plan, organize training and development of new employees, recruitment of teachers and non-teaching staff etc. They also take care of the proper infrastructure of the schools. The teachers are also there in the management teams in English medium schools but they only take decisions in terms of educational

development but for administrative development, the management personnel take the necessary steps. Due to the advantages of English medium schools and lack of proper management strategies in vernacular medium schools, the parents are choosing English medium schools for their kids. Change management is another important task which is done by the management team in English medium schools.

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