

# Feedback Management System with reference to Institutions of Higher Education: Opportunities & Challenges - An Exploratory Study

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## Feedback Management System with reference to Institutions of Higher Education: Opportunities & Challenges - An Exploratory Study

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### ABSTRACT

Universities in India are globally famous for providing quality education with low cost. The privatization has further developed formal education with advanced technology, infrastructure and learning environment. It has become a matter of pride for the higher educational institutions to show case the innovations they do to provide quality education to the students. Sustainability can be attained only by detecting the defects in teaching, learning and evaluation system in the educational institutions. There is a need to seek proper solutions to solve the existing defects in the educational system so as to provide good citizens to the society. The Students, Faculties, Parents, Employers, Collaborative Institutions, Regulating Bodies, Banks and financial Institutions, Sponsoring bodies etc. are the prime stakeholders of educational system. The expectation of each set of stakeholder differs in its magnitude based on its role towards the cause of education. Feedback is the process of knowing the self for every educational institution to rate its service towards its stakeholders. Educational Institutions shall establish and adopt Feedback Management System (FMS) to detect the best practices and defects existing in its system. The University Grants Commission has mandated the feedback on teachers. It has directed the National Assessment and Accreditation Council (NAAC) to seek feedback from the students to evaluate the quality of educational delivery. This paper describes about the regulatory norms, process, opportunities and challenges of Feedback Management System in the Higher Education system in India.

**Keywords:** Accreditation, Best Practices, Defects, Education, Feedback, Management, Stakeholders, University.

### 1. INTRODUCTION :

Education plays significant role in improving the living standards of the people. Indian higher education is considered to be the largest educational system in the world. The market economies like Japan, Republic of Korea, Philippines, Colombia etc. are dominated by the private sectors but developing countries of south Asia like India, Africa, Western Europe etc follow Mixed system [1]. Privatization enhanced opportunity for the private individuals to

establish Schools, Colleges and Private Universities catering to the increasing demand for education [2]. The increasing number of aspirants for higher education has demanded enormous challenges in the management of higher education system [3]. Privatization has become a strategic policy due to the declining public budget and growing social demand for education [4]. There is a need for rapid transformation in the structural mechanisms of educational management systems by bringing changes over the traditional twentieth century

educational practices. The Universities should provide quality education with comparatively low cost. Value based education orient theory, legal speculation, ethics and practical implication on a subject to the students. Higher education institution should aim to build competency of students through innovative teaching, learning and evaluation techniques [5]. The prime stakeholders in education system includes parents who pay the fee, the students who are aspirants of new degree, the teaching faculty who are the service provider at the ground level, the organization which is instrumental in this noble task, the bodies which regulate the educational institutions, alumni's who carry the pride of institution, employers who provide the opportunity to show case the learnt knowledge and skill of the learner, media which exposes the real essence of achievement and lacunas and finally the society at large who intern get benefit through the process of education. The stakeholders are concerned more about quality of education demanding immediate solutions for the problems related to teaching and learning in Universities [6]. The students are experiencing inefficiency of the teacher in terms of knowledge, communication, commitment, motivation, accessibility, synthesizing, and evaluation at primary, secondary, college and university levels [7]. The goodwill of an educational institution depends on its service utility towards its stakeholders. It is very essential to understand the crucial role played by the prime stakeholders to achieve sustainability in the quality of educational services. It is very essential to understand that, education is a journey of students and faculties in collaboration with other stakeholders towards achieving absolute literacy and employment.

## 2. STAKEHOLDER EXPECTATIONS :

Every educational institution should try to meet the stakeholder's expectations to attain sustainability. The expectations are not static but dynamic with the time and changes from person to person. Based on the role of each person who interacts with the educational institution his expectation differs. Any unmet expectation will become threat to the institution in the future

days. The following are the key stakeholder expectations derived

**(i) Students:** All students in spite of slow learners, average learners or fast learners will expect learner centered education through appropriate teaching and learning pedagogies for gaining more knowledge, skill and expertise to build their competency. The Students expect about good teaching, experiential learning, research exposure, value added components in the course curriculum, practical training modules, mentoring and counseling services, transparent evaluation system, experiential teaching strategies, reputation build by the educational institutions, publicity, opportunities in extracurricular activities, encouragement for sports and games, intensive social service activities, engagement of students in policy making of the institutions, soft skill development, good campus discipline, good learning materials, advanced infrastructural support, best placement assistance and training etc. The National Assessment and Accreditation Council (NAAC) have established Student Feedback Policy in to the accreditation format by providing an opportunity for the ex students to provide feedback on the teaching and learning outcomes of the institution where they have pursued their education.

**(ii) Parents:** Every parent desires excellent career for their wards. They always measure the success of education in the light of development they see in terms of improvement of their ward in knowledge, personality, confidence, creativity, discipline, self esteem etc. Parents being the key stakeholder expect the best quality and value based education from the educational institutions. They also expect constant interaction with the educational institutions to review the performance of their children in examination, practical's, extra-curricular activities and other events organized by the institutions. They instantly want to know information regarding college events, daily happening, teaching methodology, examination, marks, attendance etc.

**(iii) Teaching and Supporting Staffs:** The learner centric paradigm of education encourages students to accept more

responsibility where professors instead of filling information to empty mind students are made to participate in the discovery of knowledge. Reflexive learning, self learning, learning from friends and environment are encouraged with less lecture and noting down process to engaging them more into hands on activities for experiential and interactive learning [8]. Both teaching and supporting staff expect good working environment, infrastructural support, research and development opportunity, career enrichment, promotion, comparatively good remunerative packages, recognition, opportunity for innovation, managerial support, scope for excellence, social service initiatives etc. Teachers shall be encouraged to conduct collaborative research activities along with students and publish the findings with reputed journals would really boost the quest for new ideas among the young scholars.

**(iv) Board of Management:** The Management of the Higher Educational Institution both Public and Private will expect to achieve quality education, maximizing its intake, building industry-academia interface, enriching its collaborations with other industrial outfits, increasing its public image, gaining public and international grants, getting patents for its innovations, starting new courses in demand, emphasizing research and development, good results from its students, attracting sponsorships, spreading corporate social responsibility initiatives, achieving the trust of its stakeholders, hundred percent placement for its students, employing experienced faculties, implementing advanced infrastructure, building brand in the market, implementing industry oriented curriculum, conducting fare evaluation process, providing good remunerative packages to its staff etc.

**(v) Alumni:** Alumni of the higher education are the ambassadors of the institution who are active in the public domain. Ex-students always carry the pride of their institution throughout their life. The feedback will be based on the industry and academia connection to ensure curriculum and skills in line with the industrial requirements. The Alumni Association should be active to provide assistance in building industry academia

interactions by providing required synergies and linkages to address the prevailing challenges of employment and industrial training to the graduates. They always have the soft corner and appreciation towards their Alma-Ata for its service towards molding their personality and glorifying their future. Alumni always expect constant interaction with their institution and teachers. They also eagerly wait for getting opportunity to meet their juniors through Alumni meets to share their life experience and professional expertise. They also seek that educational institutions shall conduct industry oriented training programmes and curriculum to their juniors. Alumni like to contribute sponsorships to their Alma-Ata through donations, experience sharing, collaborations etc. They always expect good will for their institute to which they are a part through advancement and innovations in teaching and learning initiatives.

**(vi) Employer:** Employers are the ultimate purchaser of the finished goods produced by the educational institutions. They are ready to offer good package and other professional benefits to eligible aspirant candidates. Industry expects for employable students having expertise with the super specialty courses having industry oriented curriculum and practical training. They expect good conduct, soft skills, expertise, knowledge, confidence, qualification and track record from the graduates [9].

### 3. FEEDBACK MANAGEMENT SYSTEM :

The 21<sup>st</sup> century policy makers, academicians and researchers emphasized on setting standards for educational institutions. In this context, NAAC mandates to measure perceived quality in educational services through SERVQUAL system to assess the gap between the existing and expected services by the stakeholders of higher education [10]. The knowledge and skill of the graduates shall be enriched by increasing the productivity of the educational institutions. Education should be sustainable and meet the global standards through quality, affordability and ethics [11]. The assessment of Teaching, Learning and Evaluation processes to introduce reforms to increase efficiency and effectiveness

of education system. The evaluation of the education is possible only with the development of inductive feedback. The aim of feedback management system is to evaluate the Infrastructure, Teaching, Learning, Curriculum, Pedagogy, Performance, Interaction, Competency, Quality and Good will from the views of Students, Parents, Alumni's, Employer, Management, Governing bodies and public at large. The figure-01 depicts about Feedback Management Module.

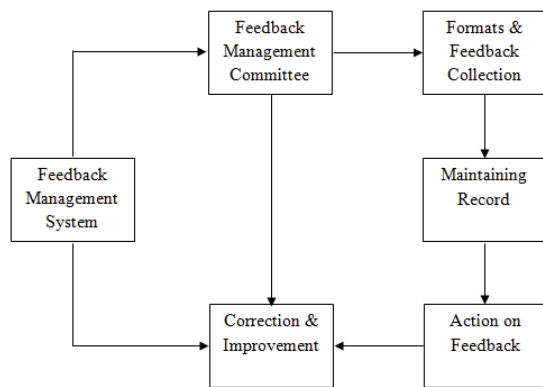


Fig. 1: Feedback Management Module

**(a) Feedback Management Committee:** The educational institutions shall constitute feedback management committee comprising Chairmen and other members to manage the affairs related to feedback management. The committee shall be a standing committee framed by the head of the institution for that academic year. The committee shall be presided by chairmen who shall be the Dean/HOD of that department. It may also include two teaching faculties from the same department for this purpose. The committee shall be hold power to collect unbiased feedback from the stakeholders. It is vested with the duties of drafting relevant

questions in the feedback questionnaire, choosing suitable methods, conducting fair evaluation of the collected feedback information, proper maintenance of records and unbiased reporting of the feedback to the management requiring action.

**(b) Feedback Format:** The feedback management committee shall prepare questions to collect the feedback from the stakeholders. Questionnaires will be prepared separately for the students, teachers, alumni, parents and employer based on their expectations on quality education.

**(i) Students Feedback:** The Skill and Competency of the teacher depends on their subject knowledge hence teachers having good command over the teaching subject can get positive feedback from the students [12]. The success of education can be witnessed through the communication between teacher and students. The feedback from the teacher improves the student performance and feedback of student's intern will improve the performance of the teacher [13]. The questionnaire shall aim to collect information from the students on the competency of the teacher individually, teaching techniques, infrastructure, evaluation and other services of the institution. The knowledge, skills, analytical ability of the teacher reflects on their knowledge on the subject they teach to secure good feedback from their students. The reading materials supplemented by the teaching fraternity shall improve the learning ability of the students [14] (Table 1).

Table 1: Student Feedback Format

Sl. No	Content	Sl. No	Content
01	Subject Studied & Faculty Name	06	Competency of the Faculty
02	Regularity in conducting Classes	07	Presentation Skill of the Faculty
03	Time Consciousness of the Faculty	08	Teaching Pedagogy Used
04	Effectiveness of Teaching	09	Faculty-Student Interface
05	Completion of Syllabus	10	Student Services

(ii) **Faculty Feedback:** University Grants Commission has initiated Academic Performance Index (API) to measure the individual research contribution of the faculty. The physical feedback questionnaire shall derive

opinions of the teaching and supporting staffs on the issues of Teaching, Work Culture, Stress, Morale, Job Satisfaction, Morale, Institutional Support, Policies and Grievance Mechanism etc. (Table 2).

**Table 2: Faculty Feedback Format**

Sl. No	Content	Sl. No	Content
01	Subject Allocated	09	Social Outreach Activities Initiated
02	Student Performance	10	Student Support Services
03	Teaching Pedagogies Adopted	11	Individual Research Contribution
04	Engagement of Extra-curricular Activities	12	Student Engagement in Research & Publication
05	Student Counseling & Mentoring	13	Career Enrichment Initiatives
06	Institutional Support Services	14	Grievance Mechanism
07	Employee Engagement Initiatives Benefitted	15	Infrastructural Support.
08	Internal Policies	16	Grievance Mechanism

(iii) **Parents Feedback:** The questionnaire derive insights of the parents on Teaching Methodology, Academic Performance, Evaluation System, Internal Problems,

Discipline, Competency Building, Placement Assistance, Communication System, Institution and Parent Inter phase etc. (Table 3)

**Table 3: Parent Feedback Format**

Sl. No	Content	Sl. No	Content
01	Personal Details	15	Equity Issues
02	Course & Student Particulars	16	Infrastructural Support
03	Academic Credentials	17	Remedial/Special Classes
04	Admission Process	18	Working Hours of the Institution
05	Institutional Accessibility	19	Supply of Audio-Visual Aids in Teaching
06	Internal Security of Ward	20	Counseling & Mentoring Services
07	Quality of Teaching	21	Study Notes and Library Facility
08	Student Services	22	Parents Involvement in Academic Excellence
09	Examination & Evaluation System	23	Student Engagement in Research Activities
10	Faculty-Parent Interaction	24	Facilities for Extra-Curricular Activities
11	Campus Discipline	25	Outcome Assessment Initiatives
12	Performance Review Mechanism	26	Grievance Handling Mechanism
13	Office Assistance	27	Recommendation Aspects
14	Learning Environment	28	Training & Development

(iv) **Alumni Feedback:** The questionnaire shall derive professional information of the alumni for building interface with the institution of his employment. The filled inputs will create avenues for initiating collaborations with industry. Questions will derive unbiased opinion on the issues of teaching, learning, campus life, placement assistance, personality development, competency building initiatives of the institution. The information derived will project

on the existing limitations in the education system followed by the institute. The feedback also guides the management to set right the defects to improve the quality of educational services. The feedback will also encourage alumni to associate further with his Alma-Ata through knowledge sharing, sponsorships, collaborations, interfaces, training and placement etc. (Table 4).

**Table 4 : Alumni Feedback Format**

Sl. No	Content	Sl. No	Content
01	Professional Details	13	Industry & Academia Interface
02	Admission Support & Assistance	14	Seminars, Workshops, Symposiums, Exhibitions, Mock Interviews, Group Discussions etc.
03	Fees Structure	15	Confidence Building Initiatives
04	Teaching & Learning Experiences	16	Individual Contribution towards Institutional Progress
05	Infrastructural Support	17	Campus & Hostel Life
06	Project/Internship Initiatives	18	Memorable Moment on Campus
07	Student Services	19	Vision on the Institutional Growth
08	Training & Placement Assistance	20	Personal Assistance in Knowledge Sharing, Placement and Training Students
09	Career Counselling	21	Personal Involvement in Academic Activities
10	Faculty-Student Interface	22	Brand Building Initiatives
11	Alumni Association & Networking	23	Course Rating
12	Student Competency	24	Institutional Branding

(v) **Employer Feedback:** There is a need for thorough study and evaluation of industry expectations to work out strategies to develop educational system. Questionnaire will aim to derive the expected employability skills and

competencies. It will open up avenues for conducting campus placements, mock trails, interviews, job fairs etc. which will strengthen the industry academia interface (Table 5).

**Table 5 : Employer Feedback Format**

Sl. No	Content	Sl. No	Content
01	Student Performance	13	Using Opportunity
02	Soft Skill Development	14	Industry- Academia Interface
03	Problem Solving Ability	15	Updating Knowledge
04	Time Sense & Punctuality	16	Common Sense
05	Planning & Organizing Skills	17	Practical Expertise
06	Sense of Responsibility	18	Analytical Ability

07	Interest to learn new Things	19	Negotiation and Bargaining Capacity
08	Technical Expertise	20	Convincing Ability
09	Leadership Qualities	21	Follow-up Skills
10	Innovation & Creativity	22	Respecting the Directives
11	Rapport Building	23	Discipline and Impression
12	Social Engagements	24	Group Engagements

**(c) Process of Collecting Feedback:** The Feedback is collected both by physical and virtual modes. Any stakeholder can give online feedback by filling the specified form which could be easily downloaded from the institutional website. Collecting stakeholder feedback on institutions of higher education is made easier with the help of Semantic Web Technology. The University Grants Commission (UGC) mandates educational institutions to maintain online feedback platform through its website opened throughout the year. The National Assessment and Accreditation Council (NAAC) established in 1994 works to enhance quality of higher education in India. It directs the institutions to form IQAC (Internal Quality Assurance Cell) to evaluate internal quality of its services by conducting feedback twice a year from its stakeholders. Normally physical feedback is directly collected from the stakeholders in person in the course of their interaction with the institution. The feedback management committee shall collect the required feedback from the stakeholders in the following ways. Firstly, the physical feedback from the students shall be normally collected with the help of feedback format once in six months at the end of each semester just before the semester examination. Secondly, feedback from the parents shall be collected once in a year during their visit to the institution for orientation programme, performance reviews etc. The online feedback system for the alumni can be integrated with the institutional website in such a way that, anybody attempting to download applications for the Convocation or Passing Certificate shall be eventually taken to the feedback section and the download will be possible only after the completion of the feedback. Physical feedback can also be collected during their visit for the purposes of

collecting mark sheet or attending any guest lecture, collaborative activity, college day, alumni meet, convocation ceremony etc. respectively. The feedback from the employer shall be collected in person during the last semesters once in two years from the industry experts who are associated with student internships/ research projects/ summer placement/ block placement etc.

**(d) Record Maintenance:** The collected data by using feedback formats will be preserved and maintained by the institutions. The confidentiality of the information provider shall be safeguarded to encourage genuine comments from the stakeholders. The Feedback Management Committee shall maintain separate documents year wise for about the following matters both in soft and hard copies. Usage of Automated Student Feedback System (ASFS) will reduce the burden of maintaining bulk records and facilitates for easy entry, maintenance and retrieval etc.

- Particulars on the Feedback Management Committee framed for each academic year comprising details about its members, term of office, appointment of members, responsibility etc.
- Meeting minutes of the Feedback Management Committee.
- Feedback Format covering any addition or deletion made to it.
- Individual Faculty Feedback Report.
- Consolidated Faculty Feedback Report.
- Consolidated Student Feedback Report.
- Consolidated Parent Feedback Report.
- Consolidated Alumni Feedback Report.
- Individual Employer Feedback Report.
- Review report on the key comments and recommendations received during feedback process.



- Report on shortlisted comments and suggestions presented to the Management.
- Report on action taken on the referred feedback.

**(e) Action Plan on Feedback:** Feedback Management Committee shall conduct meetings to review the collected feedback both by virtual and physical modes. The committee shall identify important suggestions or defects noticed in the filled feedback forms. A detailed Report has to be prepared and presented to the Management to discuss avenues for further improvement in the education system based on the chosen suggestions and comments.

**(f) Correction & Improvement:** Special meetings shall be conducted with the management to discuss various issues sought through feedback system. The chairmen of feedback management committee shall prepare the action plan to implement the suggestions and corrective measures recommended by the feedback process. The identified defects pertaining to each department shall be forwarded to the head of the concerned department for further investigation to find corrective measures. Any suggestions which require financial support from the management shall be brought to the notice of the management. Any acts of negligence, misconduct or any unethical practices notified will be referred to the Grievance Redressal Committee of the University/Institutions to take up further enquiry and action.

#### 4. OPPORTUNITIES FOR EXCELLENCE :

There is a need to equip with the desired quality and standards in education to transform young generation to be productive workforce. The quality education can be ensured in the following ways.

**(i) Resolve Defects:** The measure taken to correct the existing defects notified through the evaluation process by the management will resolve such defects thereby improve the standard of education.

**(ii) Project Best Practices:** The best practices are the strength of the higher education to face the tough competition. It is equally important to see that all the existing best practices shall be

projected, highlighted and published so as to reach the general public which plays eventually a very good role in brand building. The teacher should make the teaching effective and interesting by adopting innovative pedagogy to facilitate learning in this regard the teacher can use pedagogies like 'Team Centric Exercise & Key Point Pedagogy' for the slow learners to link learning environment, pedagogy and learners interest to improve learning abilities [15]. Certain best practices such as industry oriented curriculum, reformative examination and evaluation system, experiential learning, placement assistance etc.

**(iii) Industry-Academia Interface:** The experiential learning depends on the curriculum ideologies having clarity about the subject and purpose of study [16]. Industrial experts shall be invited to design curriculum based on the industrial requirements. Constant interaction with various establishments shall be maintained through bridge courses, training, study visits, guest lectures, workshops, seminars, symposium etc.

**(iv) Effective Usage of Resources:** The educational institutions shall utilize the available resources to derive maximum benefit by controlling its wastage. It shall initiate steps such as tapping the local resources, utilization of free online research consortiums (Research Gate, Academia.edu, SSRN, Google Scholar etc.) effectively, encouraging the students and faculties to enroll for the free online courses offered through Swayam, NPTEL, Edx, e-pgpatshala, seeking financial aid from funding agencies such as UGC, ICSSR etc to conduct minor and major research projects and effective utilization of existing infrastructural facilities to benefit maximum number of students etc.

**(v) Research & Development:** Research aims to acquire new knowledge or expansion of existing knowledge for value additions. It will help to find appropriate solutions for different problems, but choosing basic and applied research can be done based on the nature of problem under study [17]. Research shall be conducted by the educational institutions to identify avenues for super specialty courses emerging, student interests, competitive

strategies adopted by the reputed institutions, market demand, financial assistance, marketing etc.

**(vi) Transparency:** Information technology helps speedy computing with dynamic virtual networks programmed for different purposes helping the people to communicate and access information with low cost [18]. Usage of ITC in education will enhance speed of communication between students and teachers. Student experiences can be better understood through semantic based automated feedback system [19]. The Online feedback system will reduce the burden of maintaining records by assisting in entering, retrieval and updating data compared to manual feedback [20]. Automation of examination and evaluation system will ensure utmost transparency of educational services.

**(vii) Accepting Criticism:** The management should be open enough to consider criticisms of the general public to correct the existing problems in the educational institutions. The Online platform should be open for the public to post any comment, suggestion, direction, warning etc which will be considered in the due process of feedback system.

**(viii) Confidentiality:** The feedback will work best only at the protection of the interests of the feedback giver. The system should be open to receive comments and criticisms from any of the stakeholders. Any direct stakeholders involving with the feedback process shall not be targeted in any way for giving negative comments on the institution. It is the role of committee to identify the key suggestions and comments for further action.

**(ix) Post Changes:** It is very important to frame action plans on the collected feedback so as to put the necessary changes and improvements into action. If the feedback system is only maintained on paper and no further steps are lead in this regard which may hinder the organizational excellence in the long run as un identified issues start stagnating disturbing the quality standards constantly.

**(x) Usage of Advanced Technology:** Semantic Web Technology with advanced processing and data distribution can be used to mange feedback system in higher education to save time. Instant

feedbacks on routine aspects can be sought through ERP Software used by the Institutions or any other Social Medias connecting the stakeholders with the institution. The educational institutions can make best use of free applications including WhatsApp, skype etc for speedy communication and sharing of information between its stakeholders. Efforts can be initiated to use these apps for taking instant feedbacks on the system on a routine basis.

## 5. CHALLENGES :

**(a) Financial Constraints:** The Public and Private Institutions are facing the financial constraints to invest much on the infrastructure and other facilities. The rigidity in public finance, complexity of financial grants is affecting the private institutions to a great extent. The lack of finance in the private higher education institutions will postpone the improvements affecting its branding.

**(b) Mobility:** The Teaching fraternity is mobile in the private sector because of variation in the pay scale among the institutions. The teachers with Ph. D and Research experience are very costly hence institutions with financial constraints lack with talented teachers.

**(c) Financial Burden:** The huge financial burden put forth by the affiliating Universities has created diversion of funding by the affiliated institutions of higher education towards incurring mandatory costs instead of investment on improvement of infrastructure and quality.

**(d) Bureaucratic Ideology:** The feedback system with features of compulsion, non transparency, unsupportive and isolated will make it mere a punitive bureaucratic tool rather than a support mechanism for sustainability [21]. The Educational Institutions which considers the feedback system to be a requirement for presentation during inspections, by creating dummy documents won't find any improvements in the educational delivery as unnoticed problems stays within the system as a cancer cell which deteriorates the system in the long run.

**(e) Power Politics:** The leaders of the educational Institutions may misuse their power

so as to showcase their utility by dragging investments into educational services which will outdate the organization by fewer improvements.

**(f) Targeting:** The organization culture of targeting the stakeholders for commenting on the system will certainly reduce the flow of true feedbacks leading to internal corrosion of the system.

## 6. CONCLUSION :

Education preach about the real purpose of human existence by enlightening social, moral, spiritual, cultural, political, economic instincts of life. The higher education Institutions should enrich knowledge and skills of the learners to build their competency [22]. The feedback management system plays key role in improving the institution by evaluating its strength and weaknesses, resource allocation decisions, stakeholder expectations and policy objectives to achieve accountability in education. The feedback is generally sought from the students, parents, alumni and employers to invite open appraisal and criticisms on the aspects of practices, pedagogies, innovations, changes etc. In this regard, education plays a vital role towards Human Resource Development and empowerment so as to bring National Growth. Education, greatly contributes towards growth of the nation through Human Resource Development and Empowerment. The Industry academia collaborations through joint Research, Internships, Training and Corporate Social Responsibility would help in institutional branding and skill development of the students. It is essential to scale up our effort towards achieving quality in education in the multi fold through feedback management system. In spite of investing in the higher education there is a need to establish world class research facilities, recruitment of eminent academicians into the Universities and Research Institutions. Securing the Best results by the graduates in their final examination cannot only be the proof for the Universities for rendering the best education unless review the effectiveness of educational system [23]. National Institutional Ranking Framework (NIRF) an initiative of the Ministry

of Human Resource Development, Government of India for recognizing excellence and benchmarking higher levels in the educational standards. It provides institutional ranking based on the parameters of Teaching, Learning & Resources, Research and Professional Practices, Graduation Outcome, Outreach and Inclusivity and Perception. Definitely the feedback management system will correct the institutional weakness there by helps in getting good ranking under NIRF. The Higher education can improve teaching methods, learning process, syllabus, core and soft subjects, skill development, practical's, experiential learning as per the industry expectations through a systematic Feedback Management System.

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