

Factors leading to Parents opting for Private Schools for their Children

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Abstract

Admission of a child is a stressful activity not only for the parents but also for the child itself. It creates a competition among small children right from the very beginning i.e., at Nursery level. Even Right to Education does not guarantee the admission, what guarantees an admission is, a donation, if parents are alumni, famous person's approach or sometime lottery method brings a charm. Every year during the month of February and March, Parents standing in line for hours outside the various Private Schools to get an admission of their child is a common sight where in many seats in government Schools goes vacant. So, what is it that attracts parents to private schools rather than government schools?

Keywords: Private Schools, Government School, Parental choice, Right to Education.

Introduction

Admission is not an important decision to make for parents because they want to give quality education and other facilities too from the very beginning of their early age. Surveying helped to figure out the concerns that parents have regarding their child's admission. It is difficult task to study the scholastic and co-scholastic curriculum of each and every school and then takes up the decision by keeping the list priority wise.

There are several reasons behind parents' decision of choosing private schools over government schools. Parents want their child to get individual attention and it is possible in private school where at primary stage the class strength is not more than 15-20 students on an average. Most of the private schools work on three ways partnership model which is involving parents, teachers and children to give the children a comfortable environment to learn better. The surveying help to figure out more factors like few parents said that they want their children to learn not to run in the competition of scoring high¹. So, they prefer schools where there is no judgment over child's marks. The children are promoted to next class based on their evaluation basically based on observation. Children are not only observed on their pace of learning but also their active participation in other activities too. So parents prefer school with balanced program which focuses on both curricular and co-curricular activities². The expectations of parents are high but the question arise that do they really get the school that satisfies the entire requirement at the end?

Review of Related Literature

Determinants of School Choice: Understanding how Parents Choose Elementary Schools in Alberta Lynn Bosetti University of Calgary, Canada³: This paper has explored the concerns and logic that aware parents in order to make decision

in elementary school selection for their children. It also discusses implication for policy and educational reform. It also has discussed implications for educational policies and reforms. This paper talks about "Rational choice theory" which informs school choice plans at most. This theory explains that the utility maximizes of parents who decide from appropriate value preferences based on costs and benefits. And also look up for the chances whether they are able to get their expectations fulfilled by teachers and school.

Factors that Influence Parents' Choice of Pre-Schools Education in Malaysia⁴: This study has raised many issues faced by parents while choosing a school at primary level for their children. It involves all aspects involved from planning till the achievements. This study brings forward the fact that the Parents have diverse educational perceptions which affects the choice of school for their children. There are also barriers that may pressurize a parent to choose a less preferred pre-school because of possibility and affordability. Some parents could be carried away by effective claims made by marketing such as advertisements and brand names.

The Public-Private Decision about School Choice, Ellen Goldring, Vanderbilt University⁵: This paper adds to the discussion related to why parents exercise choices between schools. Many researches examine parent's choice in education between public schools and private schools in aloofness; this study had tried to establish an understanding that the parents are part in their child's education by deciding upon the school they attend.

Parent-Helper Schemes: This article supports the study for Parent involvement in the day to day activities of the school is increasing. Of course, parents and teachers have always worked together in some way but it is the nature of this involvement

which is changing. This article, and the accompanying photocopiable material, will help Principals and teachers to focus on some of the issues and challenges associated with using parents as helpers. This article shows the role of the parents as active participants. The article gives ideas which might be useful for school⁶.

Objectives of the Study: i. To explore the various consideration that parents keep in mind in choosing private Schools for their children. ii. Issues and concern related to admission process and the problems faced by parents. iii. To assess the Satisfaction level of the parents after opting for private school for their children at Nursery level

Data and Methodology

This study is mainly depends on the data collected by NCERT published surveys and also from the several published and

unpublished reports. Several tools like rating scale, questionnaire and observation have been used to study the factors. For analyzing data collected from primary and secondary source, simple statistical tools have been used like percentages and averages to interpret the data. For diagrammatic presentation, tables, charts, graphs were also used.

Observation: The Table-1 shows that the most important parameter as an expectation of the parents while admitting their child for Nursery Education is Teacher Competency. 40% (forty percent, two fifth) of the parents out of total sample consider the teacher competency. The other important parameters are school environment and methodology. 30% (thirty percent, more than one fifth) parents out of total sample considered these parameters as second priority which is to be considered while admitting their child at Nursery level.

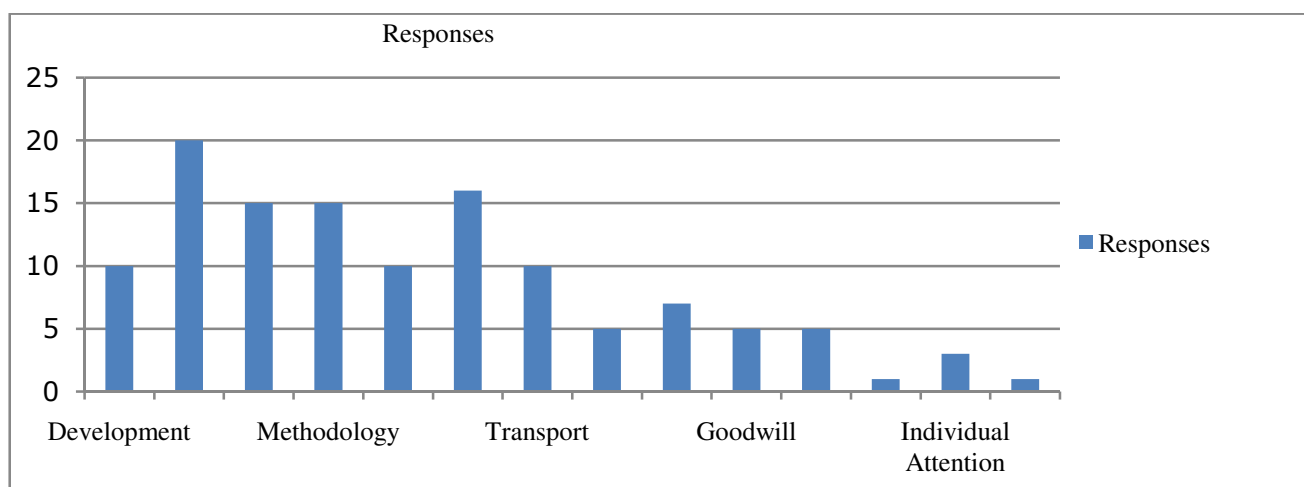


Figure-1
Expectations of Parents while searching the School for Nursery Admission Findings

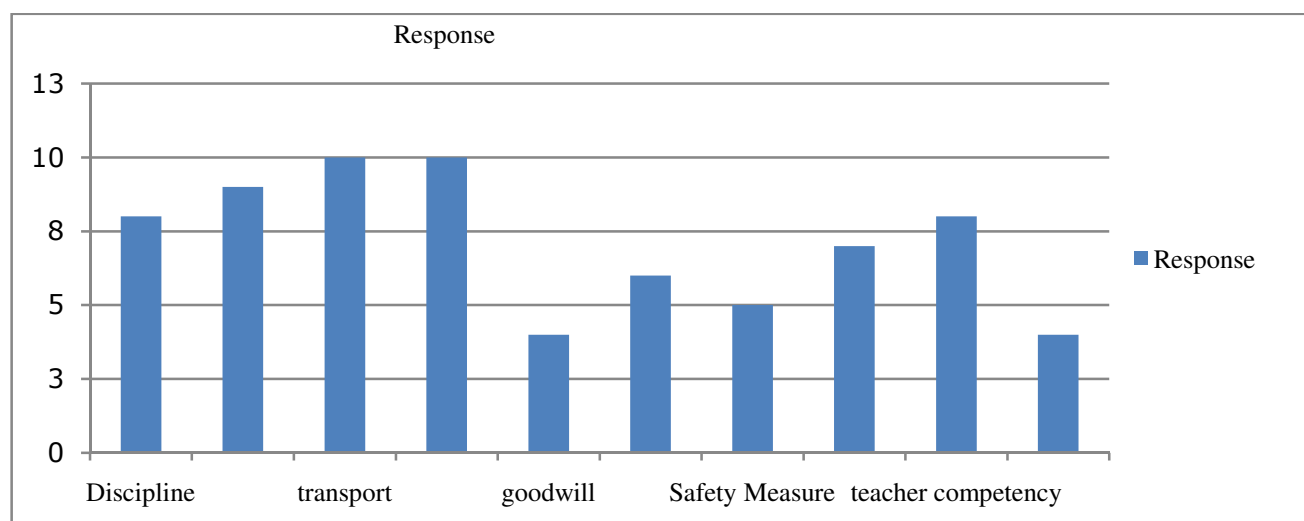


Figure-2
Parameters which are imperative while searching the School for Nursery Admission Findings

Out of the various parameters that has been listed in the first question, the most important parameter which is imperative for the parents while searching a school for their child for Nursery Education is Transport and Environment. 20% (twenty percent, one fifth) of the total sample has mentioned the Transport and Environment as an imperative parameter.

40% (forty percent, two fifth) of the total sample is concern with the fees structure and how economical the school expenses are. 30% (thirty percent, more than one fifth) of the total population is concern for methodology which shows that the parents are concern with the methodology for effective learning.

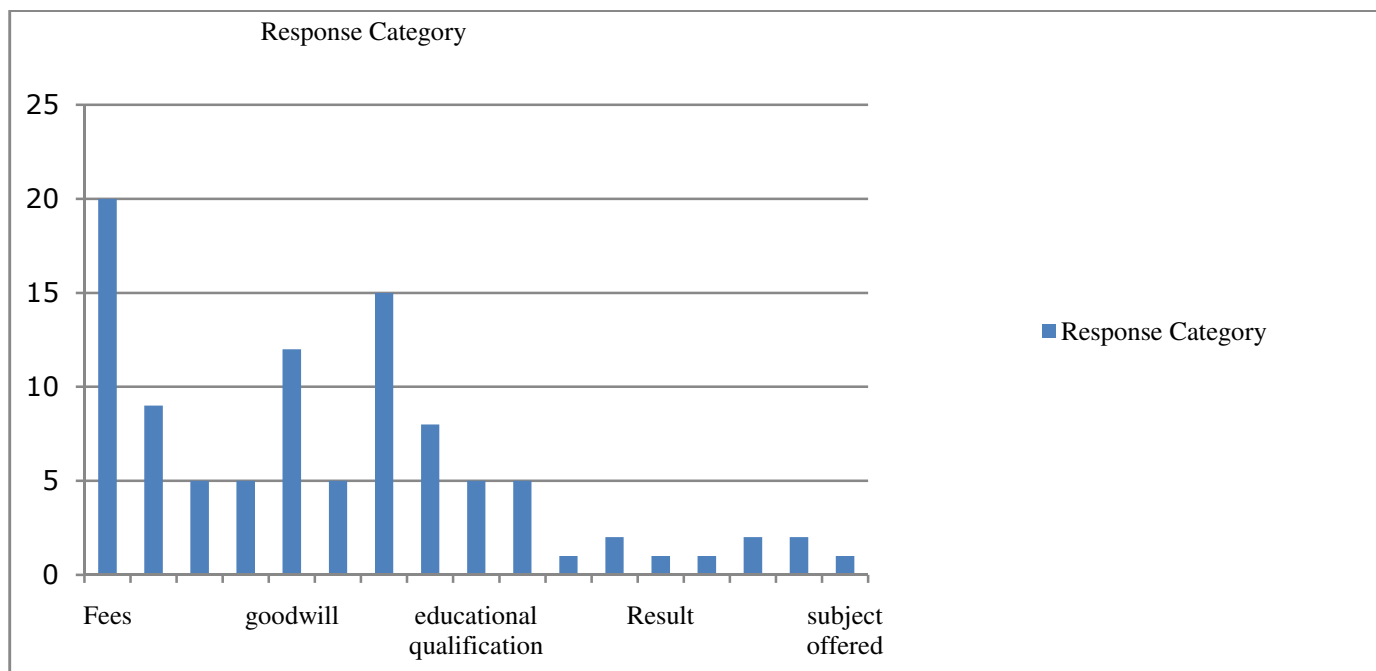


Figure-3
Information Inquired by the Parents Regarding Nursery Admission Findings

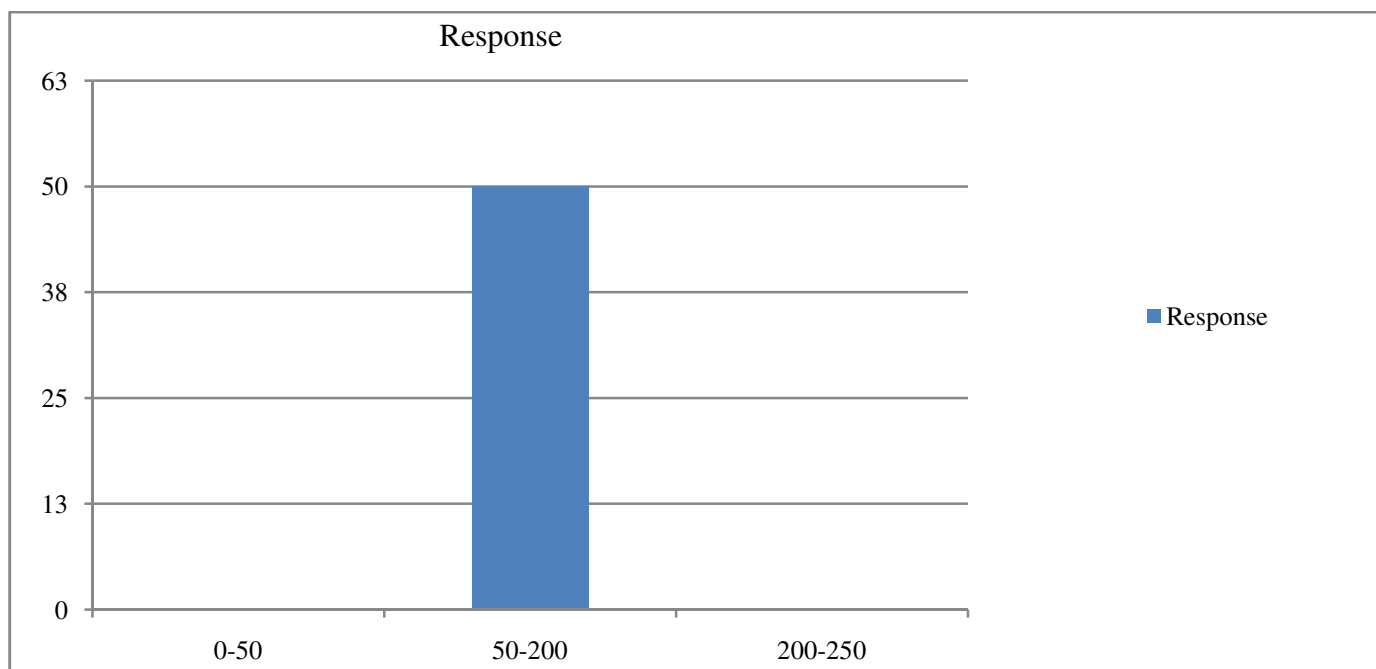


Figure-4
Level of Satisfaction of Parents after Admission Findings

The total sample falls in the 50-100 class intervals which depict the satisfactory level. This shows that parents are satisfied after opting for private school for their children at Nursery level.

Conclusion

The present study aimed to study the determining factors leading to parents opting for private Schools for their children. On the basis of data analysis and interpretation It has been figured out those parents in present era parents are more concern with the quality education. They want the best for their child. Before admitting their children in any school they do research about the various schools available for their children. The various parameters on which parents takes their final decision are distance, quality education, curriculum, activity based learning, teacher competency, exposure given to a child, achievements of the school, school's goodwill, scholastic and co-scholastic activity, sports provision, techno-based learning, healthy environment, etc⁷. This shows that parents are more aware and demanding when it comes to educating their children right from the beginning.

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