

INCLUSIVE GROWTH OF INDIA: ROLE OF COMMERCE EDUCATION

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ABSTRACT

Commerce Education plays an important role in our day today life as it develops required skill, attitude and knowledge for the successful handling of trade and industry. The purpose of Commerce Education will be achieved only through qualitative change in the entire system. This Paper analyzes how commerce education helps to have inclusive growth of various facets of our economy. Commerce education helps to change the mind set of people and they start up the self business. Increase in production results in increase in demand which further results in boosting employment opportunities. It also helps to earn foreign exchange by way of export. Thus all these economic activities helps to increase national income and wealth of a nation. Commerce education also helps to bring positive change in agriculture and other service sector thereby boosting inclusive growth of our economy.

KEYWORDS: *Agricultural Sector, Industry Growth, Inclusive Growth, Economic Activities.*

Introduction

Commerce is an integral part of total educational system and our day today life. Commerce education develops the required skill, attitude and knowledge for the successful handling of trade and industry. Commerce includes all those activities which create time, place and possession utilities for individual and social ends. It has its own significance in increasing industrial and commercial world. The super structure of commerce was built on the firms, factual and fruitful foundation of law, education, economics, mathematics, accountancy, management, history and sociology. The purpose of commerce is to develop the minds of students by developing analytical power. It is considered as a living discipline of education as it develops knowledge, skills and attitude that are required for the successful handling of trade, commerce and industry for bright prospects.

Objectives of Commerce Education

- To give detail knowledge of the subject
- To develop necessary attitude of the successful operation of business or profession.
- To create and develop the skill of communication analysis, interpretation and decision making
- To get them ready for self employment
- To prepare them as a sincere and dedicated worker in small, medium and large scale industries.
- To make them enthusiastic businessmen and enlighten citizens

Beginning of Commerce Education

First institution to start commerce education was Wharton School of Finance and Commerce, University of Pennsylvania, in 1881. Commerce education began in India as a vocational course in 1886, when the first commerce school was set up in Madras by the Trustees of Pachiapp's Charities. Government of India started a school of Commerce in Calicut (Kerala) in 1895. In 1993 commerce

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classes were started in Presidency college, Calcutta. Then, in 1913, commerce education was started by Sydenham College of Commerce and Economics in Bombay with facilities for training in type writing, shorthand, correspondence and business methods for meeting the requirements of different lower cadres in business, industry and in Government departments. Gradually accountancy and other immediately relevant business subjects added into commerce courses. With the expansion of trade and commerce, banking and other financial institutions, introduction of various regulations in commercial activities, income tax, commercial taxes, labour laws etc were introduced. With the change in technology and expansion of market, commerce education took the responsibility of shifting from manual to mechanical, routine to contingent and slow to fast.

Present Scenario

Today, commerce education covers diversified fields of education and research in different aspects of business environment. It includes Finance, Marketing, accounting, Human Resource Management, Entrepreneurship development, Commercial and business law, service management etc. In brief, commerce education become an integral part and can be concluded that it is helpful in one's life as well as vocation. The increasing demand for commerce education is due to the following reasons.

- Rapid Industrialization
- Expansion of Banking and Insurance Industries
- Phenomenal growth of public sector
- Growth of demand for scientific approach to management through the absorption of qualified and trained people.
- A shift in the attitude of businessmen.

Objectives of the Study

This study is undertaken primarily to find out the role of commerce education for the inclusive growth and sustainability of our economy. The main objectives are:

- To study the present state of Commerce education in India
- To analyze the role of commerce education in business, employment generation, profession, entrepreneurship development with a view of achieving inclusive growth and sustainability.
- To study the role of commerce education in agriculture sectors and understand the importance of techniques of financial management for inclusive growth.
- To examine the inclusive growth of industry through commerce education in India.
- To understand the inclusive growth of service sector and role of commerce education.

Research Methodology

The study is based on both primary data as well as secondary data. Primary data is collected by survey method. Out of total 200 respondents, 50 respondents are commerce post graduate students, 50 respondents are under graduate students, 30 respondents are businessmen, and 20 respondents from service sectors and 30 from agricultural lines and 20 professionals are interviewed. On the basis of convenient sampling, 25 commerce postgraduate students were selected from Goa University and 25 PG. students from various Post graduate centers were considered. Of 50 undergraduate students 25 from South Goa commerce colleges and 25 from North Goa Colleges were selected. Questionnaire is given to all the respondents to fill and in some cases direct interview method has been used to know the response regarding role of commerce education in the inclusive growth of a county.

Review of Literature

Reddy (2007) has focused various problems of commerce education such as student teacher ratio, improper infrastructure, inadequate teaching aids, unsatisfactory curriculum etc. According to him, India is not able to produce graduates of required knowledge and skill readily employable to meet the needs of industry.

Suraksha, Ritu and Deepak Bhatia, (2013) in this paper the problems faced by commerce education in India is highlighted and authors view that it is time for evolving new strategies for give a better deal to commerce education in coming years.

Deepali Kailasrao Mankar, (2016) in this research paper the author highlighted the scope covering the diverse fields of business such as Accounting, Marketing, Finance, Entrepreneurship Development, commercial and business laws, environmental accounting, corporate governance and corporate accountability. The author stressed the importance of commerce education in the changing global business scene.

The University Education Commission (1949) has included commerce education in the list of professional education such as medicine, engineering, technology, law, education, etc.

Eresi, K. (1994): "Every institution imparting business education should have a sort of MOU with industry/business houses to undertake development of various skills in handling real business situation".

Mishra (2005) focused commerce education and emphasized e-learning, virtual class room and on line education. He also observed that we are **not responding** in responsible way while implementing curriculum of business education. He also emphasized on the need of changing mind set of the teaching community.

Results and Discussions

- **To find out the role of commerce education in business, employment generation, profession, entrepreneurship development with a view of achieving inclusive growth and sustainability.**

Table 1 revealed that around 80% of the respondents feel that the commerce education will create positive attitude among youth towards economic activities. 92 % of respondent accept that commerce education create confidence and knowledge among youth towards economic activities. 72 % respondents revealed that study of commerce gave them courage and motivation to start their own business. About 80 % of respondents accept that commerce education helps in the commencement, development and success of SMEs due to marketing, financial, human resources skills provided by commerce education. Thus to conclude, majority of the respondents says that, Commerce Education helps to change the mind set of commerce students and also it gives confidence and knowledge towards economic activities. Further it helps to generate employment and entrepreneurship development by reducing Poverty of the nation.

Table 1: Showing Role of Commerce Education in Economic Activities

S. No.	Parameters	Yes %	No %
1	Change in attitude of youth towards economic activities	80	20
2	Confidence & Knowledge among youth towards economic activities	92	8
3	Courage & motivation to commence own business due to commerce education	72	28
4	Development of Small & medium enterprises (SMEs)	75	25

Source: Field survey

Table 2: Role of Commerce Education in Employment Generation, Entrepreneurship Development and Poverty Alleviation

S. No.	Impact of Commerce Education	Yes %	No%
1	Optimum utilization of the resources	96	4
2	Management of Factors of production	85	15
3	Wealth maximization rather than Profit maximization	83	17
4	Regional Imbalance	72	38
5	Time value of money, Savings and Investment, Capital formation	84	16
6	Job opportunities in various sector	52	48

Source: Field survey

Table 2 around 96 % of respondent's state that commerce graduate and postgraduate can ensure better management of its resources like financial resources, human resources etc. 85% of the respondents understand that commerce education enables people to manage factors of production such as land, labor, capital, and entrepreneur. 83% of respondents agree that entrepreneurs and management believe in wealth maximization rather than profit maximization which ultimately turn as corporate social responsibility. 72% of respondents assume that it helps to reduce regional imbalance because it is in the process of industrialization throughout the country due to availability of skilled

human resources by ensuring optimum utilization of limited resources. Further, 84% of respondents believe that commerce graduate understand the concept of time value of money that helps them for savings, investment and capital formation in the country. 52% of respondent say due to commerce education helps to get job easily as a clerk, an accountant, in marketing sector, in banking sector, share market, insurance etc. Thus, commerce graduates and post graduates get scope to get job opportunities in various sectors and also they are able to manage the factors of production and thereby indulge the inclusive growth of the economy.

Table 3: Role of Commerce Education in Improving Overall Quality of Product and Encourage National and International Trade

S. No.	Parameters Impact of Commerce Education	Yes %	No %
1	Quality product at lower prices for consumer satisfaction	98	2
2	Improving quality of human resources	66	34
3	Management/support of existing business	70	30
4	Encourages International Trade & manufacturing sector	65	35

Source: Field survey

Table 3 depicts that, around 98% of respondents agree that commerce graduate as a entrepreneur produce good quality product at lower prices and satisfies consumers. 66% respondent say, commerce education helps to become an efficient entrepreneurs, product manager, market manager and sincere employee. Further, 70 % of the respondent thinks that good quality products and services which are produced at lower cost can easily compete in national and international market. This directly increases our GDP by strengthening manufacturing sector.

- **Role of Commerce Education in Agriculture Sector**

Table 4 exhibits that 89% respondents feel that commerce education would help in better planning and controlling of crops and factors of production. About 76 % of respondents feel that farmers who get commerce education would apply basic accounting concept and would maintain farm accounts in agriculture activities. Around 83 % of respondents feel that farmers would follow the concept of branding, packaging and value addition after getting commerce education. About 85 % of respondent assume that commerce education would create marketing skills among farmers; so, they would do buying and selling in a smart way. 87 % respondents accept that due to commerce education, farmers would take part in marketing of their agro- products; they would use warehousing and better distribution channel.

Table 4: Showing Role of Commerce Education in Agriculture Sector

Sl. No.	Parameters Impact of Commerce Education	Yes %	No %
1	Planning & controlling of crop and factors	89	11
2	Basic accounting concept & Farm accounts	76	24
3	Branding, packaging and Value addition	83	17
4	Better marketing of agro-products	85	15
5	Warehousing and distribution channel	87	13

Source: Field Survey

Following Table 5 reveals that 94% respondents accepts that commerce education would enables them to manage their production with better method and sell the produce in the market satisfactorily. 89 % of respondents understands that commerce education will help them to think in scientific way, and thus can reduce time, labor and costs of agricultural produce increasing the income of the sector. Similarly, 79% respondents think that commerce education would make capable farmers to manage the risk of crop income by adopting crops diversification approach. Around 80% respondents assume that financial planning and cash budget would prevent farmers to spend in unproductive activities. It would maintain optimum cash that reduces dependence on moneylenders. Around 73% respondents believe that commerce management leads to better management of dairy, poultry and fisheries business that would provide employment generation activities in rural areas. It has been seen that these business fails due to paucity of marketing, managerial skills, and financial skills. About 57% of respondents accept that commerce education would manage deficit in agriculture by financial, managerial, and marketing skills.

Table 5: Showing Role of Commerce Education in Agriculture Sector.

S. No.	Parameters Impact of Commerce Education (Rating)	Good	
1	Management of production	94	6
2	Can work in more scientific way	89	11
3	Crop diversification and Risk management possible	79	21
4	Financial planning, Cash budget and Money lenders	80	20
5	Better management of dairy business, Poultry, and Fisheries	73	27
6	Decline in deficit in agriculture	57	43

Source: Field Survey

- **Planning and Controlling/Best Utilization of the Financial Resources**

Financial planning helps to determine short and long-term financial goals and create a balanced plan to meet the goals. In order to utilize the financial resources in optimum way, one should reduce/rearrange the expenses, invest own money and use new financial strategies. Table 6 reveals that around 88 % respondents opines that concept of time value of money and cost of capital directs to make choice of best investment opportunities as commerce graduate understand the opportunities cost of his funds. 80% respondents assume that an individual, a businessman takes risk at that level which he can bear easily due to understanding of return trade-off and wealth maximization concept. 76 % respondents says that long term investment decisions helps to increase national income and industrialization by choosing best investment proposal as these decisions involves huge investment. Further, a commerce student can do better management of current assets and current liabilities. They can determine optimum level of cash, inventory and receivables which reduces input costs and increase the profitability. 65% respondent assume that a commerce graduate understand the dividend policy and does not sell his shares if company retains the profits in case of profitable investment opportunities which enables firms to raise finance from internal sources. They will use long term securities in such proportion which minimize the cost of capital and maximize the value of firm. 79% respondents assume that commerce education create awareness about sources of finance and about some innovative sources like venture capital, bridge financing and lease financing that may solve the problem of finance. Thus, if a person has most profitable ideas, then, he can convert it into practical and thus directly it helps for positive nation building.

Table 6: Showing Role of Tool of Financial Management in Best Utilization of Financial Resources

S. No.	Tools of financial management Best utilization of financial resources	Yes	No
1	Time value of money and Cost of capital	88	12
2	Risk return trade-off and wealth maximization	80	20
3	Long-term investment and working capital management decisions	76	24
4	Retention and dividend decisions	65	35
5	Sources of finance, Venture capital, Lease financing, Bridge financing	79	21

Source: Field Survey

Findings

Commerce Education play pivotal role in economic activities and thus helps for inclusive growth of a nation. Some of the main findings are:

- 80% respondents reveal that commerce education helps to change the attitude of youth towards economic activities by raising the knowledge and confidence level.
- 75% respondents state that commerce Education helps in Employment generation and entrepreneurship development.
- 96 % respondents revealed that commerce education ensure better management of its resources like financial resources, human resources etc.
- 85% respondents understand that commerce education enables people to manage factors of production such as land, labor, capital, and entrepreneur.
- 83% respondents agree that entrepreneurs and managers believe in wealth maximization rather than profit maximization, and they focus more on customer satisfaction.
- 72% respondents agree that commerce education reduce regional imbalance by increasing SMEs.

- 52% respondents understand that commerce education helps to get job as a clerk, an accountant, in marketing sector, in banking sector, share market, insurance etc.
- Quality product produced at lower cost helps to compete in national and international market which further helps to boost Gross Domestic Product.
- 94 % respondents accept that commerce education would enable to manage the production with better method and sell the produce in the market satisfactorily.
- 89 % of respondents understand that commerce education help to think in scientific way and thus can reduce time, labor and costs of agricultural produce increasing the income.
- 57% respondents accept that commerce education would manage deficit in agriculture by financial, managerial, and marketing skills.
- 76 % respondents opine that proper long term investment decisions helps to increase national income of a country.
- 79% respondents assume that commerce education create awareness about sources of finance and about some innovative sources like venture capital, bridge financing and lease financing that may solve the problem of finance.
- Employment generation, entrepreneurship development, professional developments helps to reduce poverty and thereby ensure inclusive growth and sustainability.

Conclusion

Commerce education should be dynamic if it wants to serve as a precious instrument of society and should freely co-relate economic environment. It should be purposive, practical and socially relevant. Improvement in Commerce education and making it more suitable to the changing environment is present day need due to its importance to industry and commerce. Such an improvement is possible with the combined efforts of the Government, Universities, Colleges Commerce teachers and students. By making relevant and practical oriented Commerce Education, we can improve the competitiveness of our students and thereby it will help to grow and glow our country's economy.

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