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## NEW HORIZON IN MANAGEMENT EDUCATION: AN INVESTIGATION INTO THE ROARING NEED OF PHILANTHROPY MANAGEMENT COURSES IN INDIAN MANAGEMENT INSTITUTES

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ASST. PROFESSOR

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PUNE

### ABSTRACT

Although from 1900s onwards, India saw big industrialists and well to do households, leading the way in reinventing philanthropy in the modern age. They have set up many kinds of institutions; they've supported many kinds of social development movements across India. Present study taking into consideration opinion of management academicians, investigates the need of philanthropy and acceptability of philanthropy management education in the developing economy. The study also tried to find out the needy areas in which philanthropy is badly required. With the help of questionnaire and telephonic interviews conducted all over India the researcher also listed proposed contents of the said course.

### KEYWORDS

curriculum, per capita income, Philanthropy.

### INTRODUCTION



Philanthropy has a very long tradition in India, and the concept of *Dana* works across religions and cultures in India. People in India donate not to bring social change but to conceal sins committed by them. There is a great trend of offering cash and kind to temples in this country instead of donating to the needy people.

Rohini Nilekani<sup>[8]</sup> (A great philanthropist) once said "in any society where such creation of wealth is allowed, it is obviously because that society believes that that wealth in the hands of people, rather than taxed by governments, is actually going to serve society *at least* as well as if it were taxed and in the hands of government". People distrust government for utilizing their money for public good. At the same time it is also equally true that there is a dearth of proper knowledge about the concept and importance of philanthropy.

### THE NEED AND IMPORTANCE OF THE STUDY

Poverty is widespread in developing countries and India is no exception to it, with the nation estimated to have a third of the world's poor. According to a 2005 World Bank<sup>[8]</sup> estimate, 41.6% of the total Indian population falls below the international poverty line of US\$ 1.25 a day (PPP, in nominal terms ₹21.6 a day in urban areas and ₹14.3 in rural areas). A recent report by the Oxford Poverty and Human Development Initiative states that 8 Indian states have more poor than 26 poorest African nations combined which totals to more than 410 million poor in the poorest African countries. According to a new UN Millennium Development Goals Report, as many as 320 million people in India and China are expected to come out of extreme poverty in the next four years, while India's poverty rate is projected to drop to 22% in 2015. The report also indicates that in Southern Asia, however, only India, where the poverty rate is projected to fall from 51% in 1990 to about 22% in 2015, is on track to cut poverty in half by the 2015 target date.

The 2011 Global Hunger Index (GHI) Report ranked India 45th, amongst leading countries with hunger situation. It also places India amongst the three countries where the GHI between 1996 and 2011 went up from 22.9 to 23.7, while 78 out of the 81 developing countries studied, including Pakistan, Nepal, Bangladesh, Vietnam, Kenya, Nigeria, Myanmar, Uganda, Zimbabwe and Malawi, succeeded in improving hunger condition.

The Arjun Sengupta Report (from National Commission for Enterprises in the Unorganized Sector) states that 77% of Indians live on less than ₹20 a day (about \$0.50 per day). The N.C. Saxena Committee report states that 50% of Indians live below the poverty line.

A study by the Oxford Poverty and Human Development Initiative using a Multi-dimensional Poverty Index (MPI) found that there were 645 million poor living under the MPI in India, 421 million of whom are concentrated in eight North Indian and East Indian states of Bihar, Chattisgarh, Jharkhand, Madhya Pradesh, Orissa, Rajasthan, Uttar Pradesh and West Bengal. This number is higher than the 410 million poor living in the 26 poorest African nations. The states are listed below in increasing order of poverty based on the Multi-dimensional Poverty Index.

### DISTRIBUTION OF WEALTH IN INDIAN ECONOMY

As per the data revealed by the planning commission<sup>[5]</sup> implicit price indices (Fisher Price Index) have been computed from the 66th Round NSS (2009-10) data on Household Consumer Expenditure Survey. There has been no uniform measure of poverty in India. The Planning Commission of India has accepted the Tendulkar Committee report which says that 29.8% of people in India live below the poverty line.

As per Tendulkar Committee recommendations, the state wise urban poverty lines of 2004-05 are updated for 2009-10 based on price rise during this period using Fisher price indices. The state wise rural-urban price differential in 2009-10 has been applied on state specific urban poverty lines to get state specific rural poverty lines.

#### NOTES

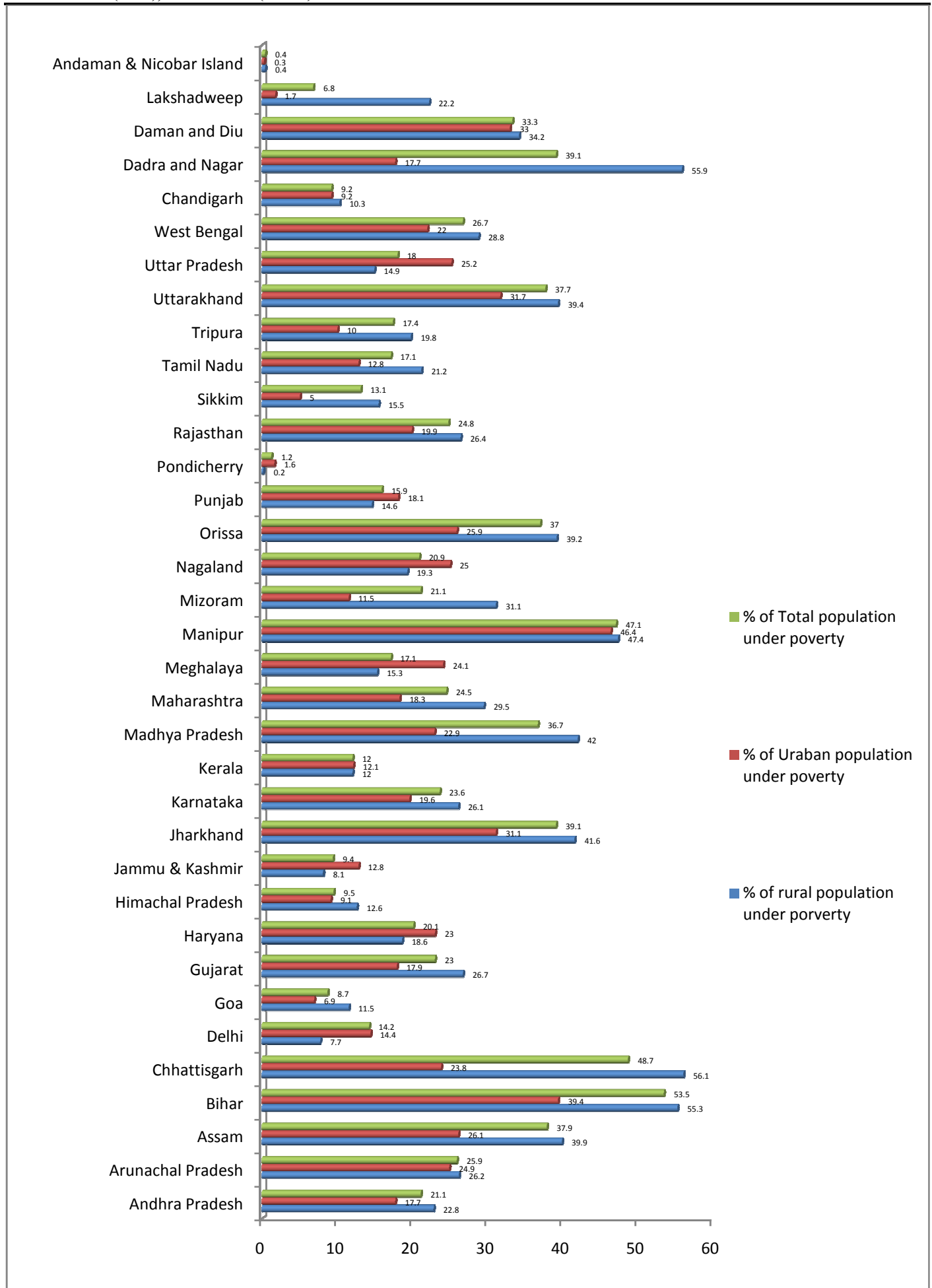
1. Population as on 1st March 2010 has been used for estimating number of persons below poverty line. (Interpolated between 2001 and 2011 population census)
2. Poverty line of Tamil Nadu is used for Andaman and Nicobar Island.
3. Urban Poverty Line of Punjab is used for both rural and urban areas of Chandigarh.
4. Poverty Line of Maharashtra is used for Dadra & Nagar Haveli
5. Poverty line of Goa is used for Daman & Diu.
6. Poverty Line of Kerala is used for Lakshadweep.

(Tendulkar Methodology)

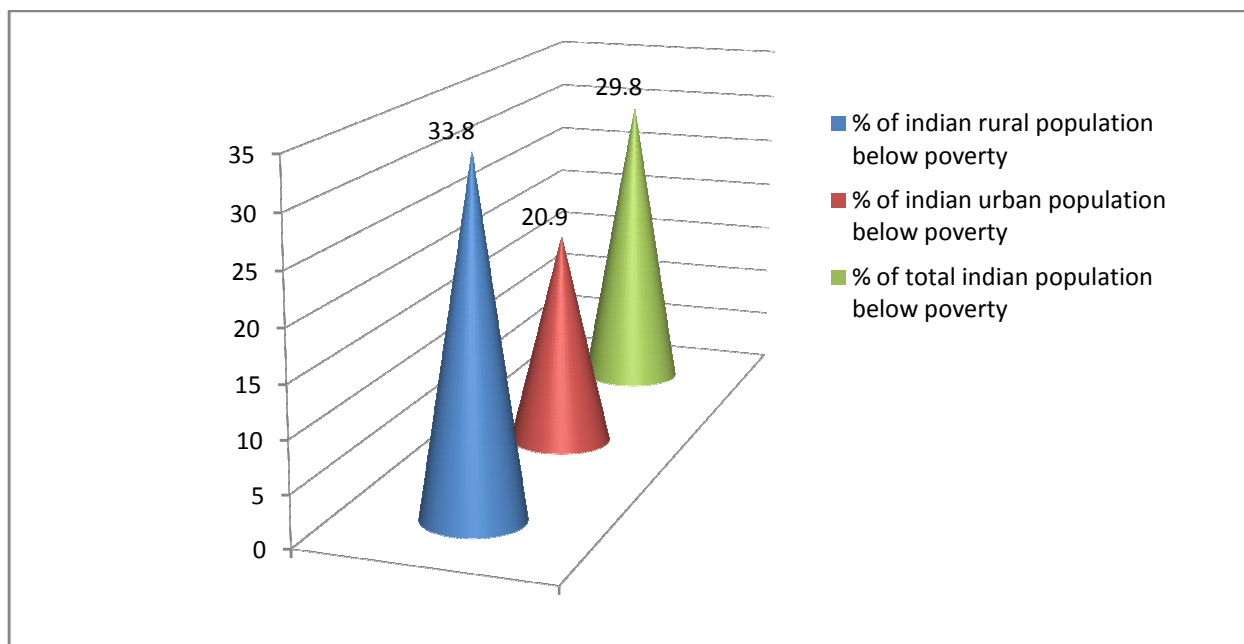
## NUMBER AND PERCENTAGE OF POPULATION BELOW POVERTY LINE BY STATES - 2009-10

S. No.	States	RURAL		URBAN		TOTAL	
		% age of Persons	No. of Persons (lakhs)	% age of Persons	No. of Persons (lakhs)	% age of Persons	No. of Persons (lakhs)
1.	Andhra Pradesh	22.8	24.9	17.7	48.7	21.1	73.6
2.	Arunachal Pradesh	26.2	2.7	24.9	0.8	25.9	176.6
3.	Assam	39.9	105.3	26.1	11.2	37.9	116.4
4.	Bihar	55.3	498.7	39.4	44.8	53.5	543.5
5.	Chhattisgarh	56.1	108.3	23.8	13.6	48.7	121.9
6.	Delhi	7.7	0.3	14.4	22.9	14.2	23.3
7.	Goa	11.5	0.6	6.9	0.6	8.7	1.3
8.	Gujarat	26.7	91.6	17.9	44.6	23.0	136.2
9.	Haryana	18.6	30.4	23.0	19.6	20.1	50.0
10.	Himachal Pradesh	12.6	5.6	9.1	0.9	9.5	6.4
11.	Jammu & Kashmir	8.1	7.3	12.8	4.2	9.4	11.5
12.	Jharkhand	41.6	102.2	31.1	24.0	39.1	126.2
13.	Karnataka	26.1	97.4	19.6	44.9	23.6	142.3
14.	Kerala	12.0	21.6	12.1	18.0	12.0	39.6
15.	Madhya Pradesh	42.0	216.9	22.9	44.9	36.7	261.8
16.	Maharashtra	29.5	179.8	18.3	90.9	24.5	270.8
17.	Meghalaya	15.3	3.5	24.1	1.4	17.1	4.9
18.	Manipur	47.4	8.8	46.4	3.7	47.1	12.5
19.	Mizoram	31.1	1.6	11.5	0.6	21.1	2.3
20.	Nagaland	19.3	2.8	25.0	1.4	20.9	4.1
21.	Orissa	39.2	135.5	25.9	17.7	37.0	153.
22.	Punjab	14.6	25.1	18.1	18.4	15.9	43.5
23.	Pondicherry	0.2	0.0	1.6	0.1	1.2	0.1
24.	Rajasthan	26.4	133.8	19.9	33.2	24.8	167.0
25.	Sikkim	15.5	0.7	5.0	0.1	13.1	0.8
26.	Tamil Nadu	21.2	78.3	12.8	43.5	17.1	121.8
27.	Tripura	19.8	5.4	10.0	0.9	17.4	6.3
28.	Uttarakhand	39.4	600.6	31.7	137.3	37.7	737.9
29.	Uttar Pradesh	14.9	10.3	25.2	7.5	18.0	17.9
30.	West Bengal	28.8	177.8	22.0	62.5	26.7	240.3
31.	Chandigarh	10.3	0.03	9.2	0.92	9.2	0.95
32.	Dadra and Nagar	55.9	1.02	17.7	0.25	39.1	1.27
33.	Daman and Diu	34.2	0.22	33.0	0.54	33.3	0.75
34.	Lakshadweep	22.2	0.03	1.7	0.01	6.8	0.04
35.	Andaman & Nicobar Island	0.4	0.01	0.3	0.004	0.4	0.01
	<b>All India</b>	<b>33.8</b>	<b>2782.1</b>	<b>20.9</b>	<b>764.7</b>	<b>29.8</b>	<b>3546.8</b>





Percentage of Population below poverty line by states - 2009-10



Percentage of total Population below poverty (all India) - 2009-10

More than one third of Indian rural population is poor. Nearly 30% of India is inhabited by poor. This sad state of economy demands balancing of income distribution which is not an easy task to achieve in shorter period of time.

On one hand where poor India is struggling for its two time meals there are billionaires in India's industrial houses. Here is the list of billionaires released by Business Today<sup>[2]</sup>

TOP 10: RICHEST PEOPLE IN INDIA

S. No.	Name of the Person	Net Worth (2012)
1.	Mukesh Ambani	\$ 22.6 billion during this fiscal year
2.	Lakshmi Niwas Mittal	\$19.2 billion
3.	Azim Premji	\$13 billion
4.	Vijay Mallya	more than \$10 billion
5.	Savitri Jindal	\$10.9 billion
6.	Shashi and Ravi Ruia	\$10.2 billion
7.	Sunil Mittal	more than \$8.8 billion
8.	Kumar Manglam Birla	about \$ 7.7 Billion
9.	Anil Ambani	\$7.8 billion
10.	Adi/Parmeshwari Godrej	more than \$5 billion

So many billionaires in India sounds like the gala of developing India. Claiming the 4th rank in the world in the number of billionaires after the US, Russia and Germany and being ahead of China, UK, Japan and France shows the Indian is taking steps heading towards the big shoes to become one of the world's superpowers. Sunil Mittal, Mukesh and Anil Ambani, Azim Premji, K. Birla and many more adding up the glory to India's present. Huge inflow of FDI, ever-increasing market competition, Government support for entrepreneur development, mall culture, increasing tourism are all showing the bright side of the coin. But what about the bleak side? India is a huge market, full of potential for growth on which many giant countries have an eye. Countries want to work hand in hand with India; they are investing heavily in metros and building their market which is further widening the income gap among Indians. Such a situation will only worsen the condition in times to come.

India, which is suffering from Problems like malnutrition, infant mortality, drinking water scarcity illiteracy and many more, neo liberal policies which favor the rich are the prime culprit for such economic division. To a great extent IT revolution has also accounted for the wealth division. Failure to deliver social justice and development to India's poorest regions is also a cause. It's not that income level of lower and middle class is not rising. But the concern is that the richer are becoming rich at a higher pace.

The wealth of the top billionaires exceeds the income of 800 million poor, rural population and slum workers. On one hand when the ordinary man is striving for his bread and butter for one time a day, the rich are enjoying the lavish lifestyle of mall culture. Looking at two far distant sides of rich and poor rather very poor India, philanthropy seems to be a short cut to bridge the gap between the two so as to smoothen the growth story of the great India.

Further ethically speaking is it not the responsibility of richer to share their wealth with those who are needy (which is very integral part of our culture). Were the culture of donating to poor has taken a pace in many developed countries; it is still at the commencement stage in India. Last spring, Bain & Co., released their report titled "State of Philanthropy in India" and estimated that philanthropic donations amount to 0.6% of India's GDP. While this is better than Brazil (0.3%) and China (0.1%), it is low compared to the U.S. (2.2%) and U.K. (1.3%). The report also stated that individual and corporate donations in India make up only 10% of charitable giving, while in the U.S., they are responsible for 75%. Not only this, the western world has already started properly designed university courses in the area to boost philanthropy.

**UNIVERSITIES OFFERING COURSES IN PHILANTHROPY:** Business week<sup>[7]</sup> reports that there are approximately 100 course offerings in philanthropy in U.S. schools. Several top schools such as Columbia Business School, Kellogg School of Management and Stanford are teaching dedicated subject courses & programs on philanthropy. In India only Indira Gandhi National Open University (IGNOU) is offering course in MSW, Philanthropy (as per researcher's information)

## RESEARCH METHODOLOGY

The study was based on the primary data collected through telephonic interview of people working in deferential positions in management institutes and a small questionnaire developed for the purpose.

**NO. OF INTERVIEWS CONDUCTED:** 12

### SELECTING INTERVIEWEES

To select interviewees, questionnaire was mailed to highly qualified professors and Directors of Management institutes in cities known for management education. We then reached out to a few high-level individual involved in those efforts to get insight into the subject and its requirement in management education. A few renowned names are:

Dr. J. P. Sahu

Ex. Director: Institute of Professional Education and Research Bhopal

Dr. Asha Nagendra

Prof and Ex Director: Symbiosis school of management Noida Campus

Dr. L. K. Tripathy

Director: Sai Balaji International Institute of Management, Pune

He is also running an charitable school and an NGO in Orissa

Dr. Mamta Mohapatra

Professor: International Management Institute Delhi

#### ANALYZING INTERVIEW RESPONSES

After each interview, the notes were reviewed for responses that addressed the research questions. Notes were organized in an Excel spreadsheet broken into, interview type, allowing us to identify commonalities among opinion of different management stalwarts and overall trends. The findings of the study were based on the responses given.

#### RESEARCH QUESTIONS

To meet the objective of understanding the need and acceptability of courses in Philanthropy in the field of management education following questions were framed.

1. To what extent, do you approve the need of adding up a recognized course of philanthropy in the field of management?
2. Will such a course can help in improving the present state of Indian Economy, if yes how, if no why not?
3. What should be the priority sectors for philanthropy keeping in mind the Indian scenario?
4. What type of university pattern will be feasible for such course?

To answer the research questions, the researcher conducted telephonic interviews with 12 management professionals at professor level or above.

#### RESULTS AND DISCUSSION

In the west many universities are running such courses successfully for years, and is resulted in emergence of new philanthropists. There is no harm in doing the experiment at least. In India only IGNOU is offering a course but it also does not have many buyers. Reasons for limited interest in the field may ranges from little awareness of the field to taking the area as unimportant.

Moreover parting the hard earn money in itself is very painful. Thus funds are utilized in the right direction for the betterment of the society at large could be a source of great satisfaction and gratitude to many.

#### FINDINGS

S. No.	Question	Findings
1	To what extent, you approve the need of adding up a recognized course of philanthropy in the field of management?	<ul style="list-style-type: none"> <li>Looking at the wide gap of income disparities such a course can change the entire picture, If not at least people will know about the concept. The purpose should not be to sell the course but to change the mindset of people.</li> <li>There is no such need existing, those who have wealth knows very well how to manage it, further many wealth management organizations are there to help them out.</li> </ul>
2	Will such course can help in improving the present state of Indian Economy, if yes how, if no why not?	<ul style="list-style-type: none"> <li>It will surely augment the Indian rich culture of daan (donation) to the needy ones. When we have courses in insurance, banking, agriculture promote these sectors a course in philanthropy if strategically designed can do wonders by showing the correct path to the flow of income and to keep a proper vigil on the utilization part of such donations.</li> <li>It's not going to change anything, thanks to our education system which only work for money, not for a social cause</li> </ul>
3	. What should be the priority sectors for philanthropy keeping in mind the Indian scenario?	<ul style="list-style-type: none"> <li>Priorities should be given to basic needs of the poor like housing sanitation clean drinking water</li> <li>A few respondents supported the environment to be saved by investing in this direction</li> <li>Providing efficient and affordable medical services to the needy poors.</li> </ul>
4	What type of university pattern will be feasible for such course?	<ul style="list-style-type: none"> <li>A two year program of current pattern of semester system could be a good idea, or it can also be added as an specialization area.</li> <li>For such a sensitive area first government institutes should come forward.</li> <li>Instead of charging heavy course fees, A summer internship program for designing and donating for a cause should be included in the curriculum so as to get the practical exposure.</li> </ul>

The study team spoke with a dozen management academicians working with different management institutes all over the country. Interviewee responses to the research questions outlined above are the gist of the entire study. Below are the key findings in each of the question asked. Finally, all except 2 of the respondents stressed that, inevitably, some projects will fail, so it is essential to establish a separate governing body for keeping a vigil on the working of institutes offering such courses. Despite the risks, however, everyone the researcher spoke to agreed that a university course in philanthropy could prove a viable tool for changing the status quo of Indian economy if offered with a clear vision.

Except a few (2 respondents) doesn't felt the need of inculcating any subject like this in the curriculum. One of the respondents (on condition of not publishing name) said that in the corrupt education system this course will only become the source of earning.

We are in the economy where "money pulls money", such a course can help in bridging the gap of income level although it could also happen that poorer will not work as they get donations without cost, there are also a fair chances of middlemen misusing the funds.

The fair share of priorities were given to, housing, agribusiness, sanitation, education and environment protection. A few respondents also showed inclination towards education and safeguarding of woman child and human trafficking.

Academicians supported the present MBA pattern for the new course and also (6 respondents) advocated distance learning arrangements to publicize the course.

The interviewer also asked respondents about the contents of the curriculum of the subject. Major contents as suggested by the respondents are sequentially listed as follows:

- 1) Choosing the type of investment;
- 2) Deciding what to target;
- 3) Identifying potential areas for investment;
- 4) Selecting grantees;
- 5) Defining and measuring results; and
- 6) Extending impact beyond grant making.

Note: the word investment is used here as it is expected to give some return in form of economic development

**CONCLUSION**

It will take some time for philanthropic markets to mature, and India still has a long way to go. The number of wealthy in India has been growing manifold after the economic reforms in the early 1990s. Many with new wealth have not until recently begun letting go of their hard-earned wealth. However, this does not mean that Indians do not give. Families such as the Tatas, Birlas, Nilekanis and Bajajs are a part of India's rich history of philanthropy. In addition, an abundant collection of stories exists but many Indians prefer to be silent benefactors.

There is a great need of a university course existed in the niche area of philanthropy. Such a course can be seen as a hope for equalizing Indian wealth distribution. Moreover if such course can channelize even 10% of the extra money laying in the economy it would be a great help for economic development.

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