

**Consultancy Services:  
An Avenue to Revenue**

Paper

By

Savita Desai, Prashant Shah

Devchand College,

Arjunnagar

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### **Abstract:**

In search of a role model for the best consultancy services, twenty two great institutions from India, which have been accredited by NAAC with A+ grade were evaluated from their peer team reports. The observations were studied thoroughly to come to the conclusions regarding the present scenario of the colleges in the respective field, the significance of the said services in the reaccreditation by NAAC and the expectations to improve the consultancy services so as to employ them as an avenue to collection of revenue which will enhance the applicability of the knowledge gained by the faculty to the regional and societal needs and as the measure to gather funds for the development of the respective departments.

### **Introduction:**

NAAC seeks to emphasize the philosophy of corporate endeavor for corporate excellence and to promote the exclusive culture of mutual support in the furtherance of a common cause<sup>1</sup>. In a country like ours, where education is a large enterprise, we may advisedly resort to an enlightened economy of learning from one another. Without losing its own identity and uniqueness in particular directions of development, an institution will only be richer by emulating or creatively adapting the best practice of another.

Hon. President of India, Dr. A. P. J. Abdul Kalam commented at the conclusion of NAAC's decennial celebrations on November 5, 2004 at Bangalore<sup>2</sup> "For each criterion of evaluation set down by NAAC, there is a college or a university whose practices are the best and would stand out as symbol of these practices.

### **Methodology:**

Hence, twenty two great institutions from India, which have been accredited by NAAC with A+ grade were assessed to look for the role model and evaluated

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from their peer team reports". The special emphasis was given on the remarks passed by the peer teams on the third criterion of 'Research Consultancy and Extension'. The findings of the evaluation are presented in the paper accompanied by some suggestions for the expected development in the field of consultancy.

Most of the institutions though located in rural and semi urban area have widened access to higher education for the economically poor and the underprivileged. The institutions have scored well in the third important criterion of Research, Consultancy and Extension. The research has been speaking about the number of faculty bearing research degrees like M. Phil and Ph. D.; the number of students guided for such degrees; the number and level of research publications and projects undertaken by the colleges. The extension part covers the activities undertaken by NSS, NCC and the special cells like women's forum etc. However, very little has been mentioned about the consultancy services rendered by the institutions. The consultancy is generally informal and rural based. In many colleges, extension of consultancy services and creation of consultancy cell has been recommended by the peer teams.

In the present context<sup>4</sup>, while making the process of accreditation more transparent and objective, NAAC has designed the framework for re-accreditation which is built on two major considerations i.e. the five core values in the changing context and impact of the first assessment.

The seven criteria are in fact the seven main processes of developing the capabilities of an Institution. The Criterion III 'Research, Consultancy and Extension' seeks information on the policies, practices and outcomes of the institution with reference to research, consultancy and extension. It deals with the facilities provided and efforts made by the institution to promote a research culture and their outcome. Serving the community through research and extension, which is a social responsibility and a core value to be demonstrated by institutions, is also a major concern of this criterion. The focus of this criterion is on whether the institution promotes faculty participation in consultancy work and whether the institution is responsive to community needs.

Out of the total score points of 1000 which have been allotted to the seven criteria, the third criterion of 'Research, Consultancy and Extension' has been given 150 score points for Universities, 100 points for the Autonomous colleges and 50 score points for the affiliated colleges. Out of these, 10 score points have been allotted to Consultancy in Universities and autonomous colleges and 5 points for the affiliated colleges.

In the format for RAR<sup>5</sup> the NAAC poses a single question as: Does the college publicise the expertise available for consultancy services? If yes, give details.

However, the authors feel that the importance of consultancy services should not be counted by judgment based on the score points reserved for it. Rather, the consultancy should be carried out with the spirit of social responsibility and also can be employed as a measure of revenue collection for the college. There is ample scope for the consultancy both in urban and rural area. The opportunities to collect a pretty amount as revenue are greater in industrialized urban area. However, the cottage industries and agro based professionals in rural area also require the expertise to solve their local problems.

For the same we suggest to formulate a formal consultancy cell under the IQAC committee<sup>6</sup> entitled: 'Extension programmes' in the college to conduct and coordinate the activities related to consultancy. Proper publicity should be given to the list of experts and resource persons available through the academic calendar<sup>7</sup>, prospectus, magazine, institutional website and other publications. The participation of the students<sup>8</sup> can also be obtained for the informal mouth publicity of the same. The consultancy should not stop at the diagnostic level but should be targeted towards the solution to the problem via joint interdisciplinary efforts. The revenue collected should be decided on the actual expenditure and time and level of expertise needed keeping in the mind the sense of social responsibility. The concerned faculty and others should be encouraged for the proper training to handle the specialized equipments to solve the need based regional problems. The active expertise and the department should be awarded with sufficient honorarium and the

funds for development respectively. The revenue collected should be used to strengthen the activities of the cell. The consultancy can also be conducted as a joint intercollegiate venture through the scheme of lead college<sup>9</sup>.

The following table gives information of the consultancy service rendered by the Research Scholars from Science wing in Devchand College, Arjunnagar.

<b>Recipient beneficiary</b>	<b>Industry</b>	<b>Student</b>	<b>Tax payees</b>
<b>Problem</b>	Contamination of Acetic acid in the sulfuric acid	Blockage of tube well by hard deposits on inner wall of the tube	Heavy tax
<b>Information asked by recipient</b>	Quantitative analysis of the contaminant	Composition of the deposited material	Calculation of tax and modes of investment
<b>Faculty involved</b>	Science	Science	Commerce
<b>Methodology</b>	Conductometric Analysis of the sample	Semi-micro analysis and AA spectroscopy of the sample	Calculation of income tax.
<b>Consultancy offered</b>	The quantity and economical way to remove the contaminant.	Mechanical method of the removal of the deposits.	Profitable modes of investment were suggested

Thus via the consultancy services rendered by the college, the HEI can gain the revenue for the development of the institution and the social applicability, relevance and recognition to the higher education.

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