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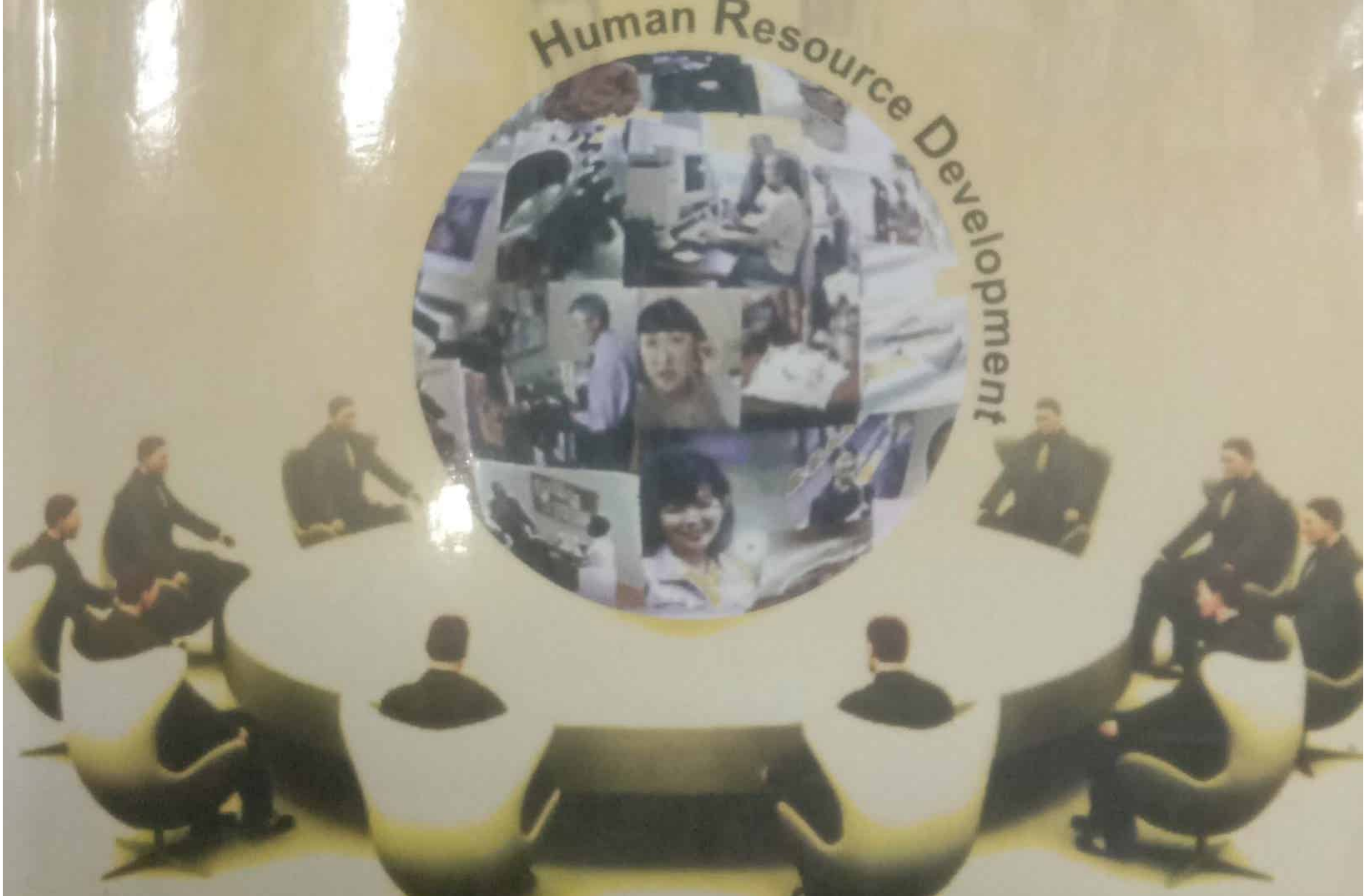

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INTERNATIONAL TRADE – THE WAY FORWARD FOR INDIA

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ABSTRACT

International business comprises all commercial transactions that take place between two or more regions, countries and nations beyond their political boundaries. Usually, private companies undertake such transactions for profit; governments undertake them for profit and for political reasons. Transactions of economic resources include capital, skills, people etc. for international production of physical goods and services such as finance, banking, insurance, construction etc.

A multinational enterprise is a company that has a worldwide approach to markets and production or one with operations in several countries. Well-known examples include fast-food companies such as McDonald's and Yum Brands, vehicle manufacturers such as General Motors, Ford Motor Company and Toyota, consumer-electronics producers like Samsung, LG and Sony, and energy companies such as ExxonMobil, Shell and BP.

Areas of study within this topic include differences in legal systems, political systems, economic policy, language, accounting standards, labour standards, living standards, environmental standards, local culture, corporate culture, foreign-exchange market, tariffs, import and export regulations, trade agreements, climate, education and many more topics. Each of these factors may require changes in how individual business units operate from one country to the next.

INTRODUCTION

The term "international business" refers to all those business activities which involve cross-border transactions of goods, services, resources between two or more nations.The buying and selling of goods and services across national borders is known as international trade. International trade is the backbone of our modern, commercial world, as producers in various nations try to profit from an expanded market, rather than be limited to selling within their own borders. There are many reasons that trade across national borders occurs, including lower production costs in one region versus another, specialized industries, lack or surplus of natural resources and consumer tastes.

History & Statistics

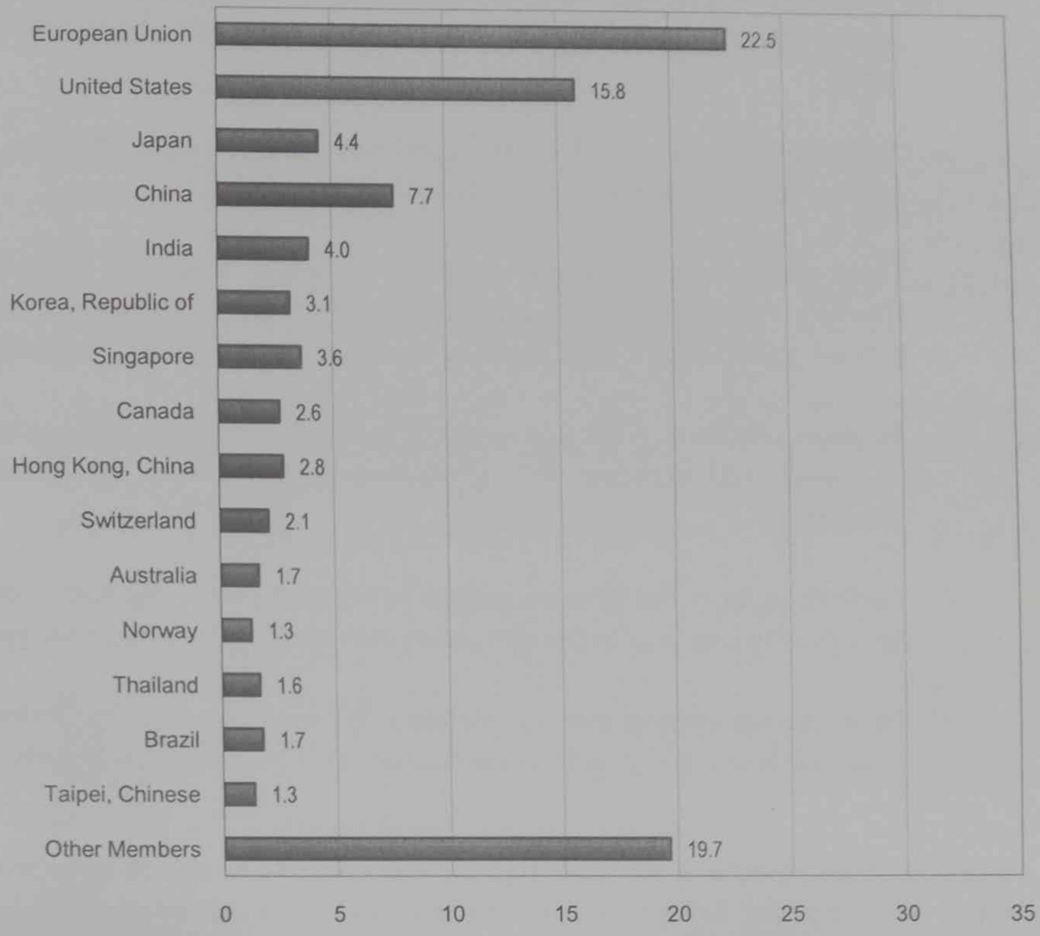
International trade has flourished over the years due to the many benefits it has offered to different countries across the globe. International trade is the exchange of services, goods, and capital among various countries and regions, without much hindrance. The international trade accounts for a good part of a country's gross domestic product. It is also one of important sources of revenue for a developing country.

With the help of modern production techniques, highly advanced transportation systems, transnational corporations, outsourcing of manufacturing and services, and rapid industrialization, the international trade system is growing and spreading very fast.

History suggests that in the past there where several instances of international trade. Traders used to transport silk, and spices through the Silk Route in the 14th and 15th century. In the 1700s fast sailing ships called Clippers, with special crew, used to transport tea from China, and spices from Dutch East Indies to different European countries.

The economic, political, and social significance of international trade has been theorized in the Industrial Age. The rise in the international trade is essential for the growth of globalization. The restrictions to international trade would limit the nations to the services and goods produced within its territories, and they would lose out on the valuable revenue from the global trade. The following table shows the share of different countries in world trade

WTO Members share in world commercial services trade (excluding intra-EU(28)), 2014



Advantages

1. Trade can help boost development and reduce poverty by generating growth through increased commercial opportunities and investment, as well as broadening the productive base through private sector development.

2. Trade enhances competitiveness by helping developing countries reduce the cost of inputs, acquire finance through investments, increase the value added of their products and move up the global value chain.
3. Trade facilitates export diversification by allowing developing countries to access new markets and new materials which open up new production possibilities.

4. Trade encourages innovation by facilitating exchange of know-how, technology and investment in research and development, including through foreign direct investment.

5. Trade openness expands business opportunities for local companies by opening up new markets, removing unnecessary barriers and making it easier for them to export.

6. Trade expands choice and lowers prices for consumers by broadening supply sources of goods and services and strengthening competition.

7. Trade plays a role in the improvement of quality, labour and environmental standards through increased competition and the exchange of best practices between trade partners, building capacity in industry and product standards.

8. Trade contributes to cutting government spending by expanding supply sources of goods and services and strengthening competition for government procurement.

9. Trade strengthens ties between nations by bringing people together in peaceful and mutually beneficial exchanges and as such contributes to peace and stability.

10. Trade creates employment opportunities by boosting economic sectors that create stable jobs and usually higher incomes, thus improving livelihoods.

From the above points it is very clear that international trade helps a country develop in many ways, therefore let us look at the different ways in which India can increase its exports

Different modes of entry into international business

EXPORTIN(	• indirect exporting • direct exports • intra-corporate transfers
SPECIAL MODES	• Management Contracts • Contract manufacturing • Turnkey projects
LICENSIN(	• FDI without alliances • FDI with alliances franchising

- Indirect involvement means that the firm participates in international business through an intermediary and does not deal with foreign customers or markets. It includes
  - Exporting of goods and services through various home-based exporters
  - Manufacturers' export agents

- Export commission agents
- Export merchants
- International firms

- Licensing is when a firm, called the licensor, leases the right to use its intellectual property— technology, work methods, patents, copyrights, brand names, or trademarks—to another firm, called the licensee, in return for a fee. The property licensed may include: Patents, Trademarks, Copyrights, Technology, Technical know-how, Specific business skills

- Under franchising, an independent organisation called the franchisee operates the business under the name of another company called the franchisor. In such an arrangement the franchisee pays a fee to the franchisor. Franchising is a form of Licensing but the Franchisor can exercise more control over the Franchisee as compared to that in Licensing.

- Contract manufacturing is outsourcing entire or part of manufacturing operations. E.g.: pharmaceuticals, Personal Care products etc. The iPad and iPhone, which are products from Apple Inc., are manufactured in China by Foxconn. Hence, Foxconn is a contract manufacturer and Apple benefits from a lower cost of manufacturing devices

- A management contract is an agreement between two companies whereby one company provides managerial assistance, technical expertise and specialised services to the second company for a certain period of time in return for monetary compensation. ♦Eg. Schools, sports facilities, hospitals, office buildings, malls and large businesses have on-site cafeterias, restaurants.

- A turnkey project is a contract under which a firm agrees to fully design, construct and equip a manufacturing/business/service facility and turn the project over to the purchaser when its ready for operation, for a remuneration.

- FDI without alliances Companies enter the international market through FDI, invest their money, establish manufacturing and marketing facilities through ownership and control.

- FDI with strategic alliances Modes of FDI through alliances are: ♦ Mergers and acquisitions ♦ Joint ventures.

OPPORTUNITIES

There are ample opportunities in emerging markets for entrepreneurs and small (or large) business owners with a skill set that is distinct from that of the local population. Following are six key elements to take into consideration when starting a business.

#1 - Political Climate and Property Rights

Some countries around the world have a record of confiscating property and/or businesses owned by foreigners. You'll probably want to steer clear of those countries. Others have impeccable histories with solid property rights and full access for foreigners. Finding a jurisdiction with minimal political risk is crucial. Taking a look at an index of international property rights can be very helpful with this.

#2 - Economic Situation

Countries with low debt-to-GDP ratios, low or declining unemployment, and strong consumer spending normally make for good prospects. A growing middle class, low inflation, and rising incomes are all positive signs. It's definitely possible to form a profitable business in a country with a stagnating economy, but it very well may be an uphill battle.

#3 - Your Personal Knowledge of the Industry

It's not always necessary to be an expert in the specific industry you're looking to enter, but you should remember that bringing in managerial help will add to start-up costs. Partnering with a trustworthy local, who already has experience and contacts within a given industry, can definitely increase your likelihood of success. Finding situations where you have some skills to bring to the table (other than just start-up capital) are usually best.

#4 - Market Research

You'll want to spend a significant amount of time analysing local spending habits, as well as how much time, energy, and capital will be dedicated to marketing your products or services. If feasible, try setting up a trial run or conducting surveys before investing very much capital. Don't overlook how much you'll have to pay employees, nor what work habits are like in the country.

#5 - Language Barriers

If your business will cater to other foreigners, this might not be much of an issue. However, being able to easily converse with the local population will make launching your venture much more straightforward. If you're not fluent in the language of your target country, try to avoid paying for translation services, except for the most important procedures (such as revising contracts and/or the constitution of the business if used). Hiring a translator will significantly increase your expenditures in most cases. Instead, look for a bilingual individual that you can employ on a weekly or monthly basis, someone who can help with the language when necessary but who will also be useful for general tasks relating to the business.

#6 - The Incorporation Process

The International Finance Corporation and the World Bank have a great page that compares the costs, amount of time, and number of procedures involved with forming a business in 183 countries around the world. The page is specifically for businesses with between 10 and 50 employees, but can be a helpful tool for those looking into both smaller and larger operations.

Some examples:

- In New Zealand, you can form a business in a single day with minimal paperwork (two days in Australia).
- In Panama and Chile, setting up a business involves six or seven procedures and can take less than two weeks.
- In Portugal, the process can take as little as five days and involve as little as five procedures, but the general economic prospects in Portugal are not so promising.
- In Singapore and Hong Kong, setting up a business involves three procedures which can be completed in three days. Opportunities exist, but start-up costs could be high, depending on your type of business.

COST REDUCTION IS THE KEY!

Adopt Online Marketing Strategies

Done properly, online marketing is the most cost-effective way of selling your product or service. It's possible to have a website up and running on a very small budget. The web is also the perfect way to get into international markets. By properly localizing your website, in other words, using a professional to translate your content and being sensitive to cultural issues within your target market, you will ensure your online marketing is effective overseas.

Do Your Own SEO

Once your website is set up, it needs to attract visitors. The best way to achieve this is to make sure people can find you in the search engines. You can use paid advertising in search engines, but the most cost-effective way of capitalizing on search traffic is through organic search engine optimization (SEO). This will ensure your website ranks well in the search engines for your chosen keywords. There is a vast amount of free information on the web about how to do SEO. With a little time and effort, you can learn how to optimize your website for the search engines, without the expense of hiring a professional.

Use Cloud Computing

These days businesses don't need their own IT infrastructure to run their enterprise systems. More and more businesses are moving into the 'cloud'. In practical terms this means all your software and data is stored on remote servers, which your staff can access via the Internet. These 'hosted applications' avoid the expense of buying licenses for software and hiring IT professionals to manage your systems. For example, Google Apps provides email on your own domain, word processing, spreadsheets, calendars and presentation software, all for just $50 per user per year.

Work from Home

By working from home, and having your staffs do the same, you can keep your overheads low. It also means that you can hire local staffs in the markets you operate in without the need for physical offices all over the world. You can even rent virtual office space to use for important client meetings. If you use cloud computing for your IT infrastructure, home working can be very efficient and productive.

Cut Travel Costs

When you do need to travel, keep your costs down by using budget airlines and no-frills hotel chains. The Internet allows you to shop around for the best deals on travel. Remember that by booking hotels and airline tickets well in advance you can often take advantage of big discounts. If you travel regularly for business, putting your travel expenses on a business credit card with reward points can also help you save money over time.

Cut Phone Bills

Many VoIP service providers offer packages with internet services, allowing you to cut costs altogether for your business' needs. You can make big savings on telecommunications by using Voice Over IP (VoIP) services, like Skype and Vonage. VoIP uses the Internet to transmit voice calls and it is particularly cheap for international calling. The equipment costs are very low because your staff can use their PCs or mobile phones to access VoIP services; there's no need to invest in any special handsets.

Use a Virtual Office

If you do need somewhere to meet clients or hold staff meetings, there's no need to have permanent premises. Most major cities around the world now have plenty of virtual office space to choose from. It's not just somewhere to hold a meeting, you can also use a virtual office as a mailing address and many virtual offices will provide reception services to sign for incoming deliveries.

Avoid Banks

When you're moving cash around internationally, banks can be a very expensive way to do it. It's usually much cheaper to use online services like PayPal and

Moneybookers.com. Before using your bank, check out the other options.

Hold Meetings Online

There is no need for people to physically get together in order to have a productive meeting. There are dozens of online services which enable your staff and clients to meet via the web, wherever they are in the world. Attendees of online meetings can see and hear each other by using **web cams and microphones and most online meeting providers offer the facility to share documents and view PowerPoint presentations.**

Outsource

Hiring freelancers and contract staffs can offer you big savings. It cuts out the expense of traditional recruitment and means you can hire resources on-demand. You can also tap into local expertise by hiring contractors within your target markets. To read more on this, you can check out 9 Alarming Reasons to outsource or hire.

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SCENARIO OF GLOBALISATION THROUGH MANAGEMENT EDUCATION AND TRAINING FACILITY IN INDIA

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ABSTRACT

In order to know impact of management education and the training facilities, the questionnaire has been prepared. The structured questionnaire has been circulated to those who have joined these local industrial units. The answers to the questions were positive and interesting. From the collected answers, the conclusions have been drawn. The management education and trainings are useful to the students while working in the enterprise. It enriches their skills, motivation and the outlook about the work, while doing their jobs and the assigned works. Hence, the management education and trainings both, make the contribution and the positive impact on the human resource development of the individuals and the organizational goals.

INTRODUCTION

The Management education and trainings are useful to the students while working in the enterprise. It enriches their skills, motivation and the outlook about the work, while doing their jobs and the assigned works. Hence, the management education and trainings both, make the contribution and the positive impact on the human resource development of the individuals and the organizational goals.

Scenario of Management Education and Training

1. **Facilities**

Human Resource Development (HRD) means improving the skills and capabilities of an individual in the present job and developing his hidden qualities for new functions for the individuals and the organizational goals. There is the emphasis on the potential skills and the organizational goals. It is a process of the series of activities for the behavioural changes. It focuses on the trainings and the career development. "Human" is the creation of Almighty and is the important resource among all the resources of nature like-land, water and natural resources. Man has the different wants and by satisfying these wants, his personality can be improved and developed. The developed individuals make the ideal family, ideal society and a country. Hence, human resource development is important to develop the human resources to give an opportunity to each individual to develop his creative abilities.

Human Capital or human resources is one of the precious resources available in the organizations. "Man" has the unique characteristics like-the capacity to produce, psychological framework and unpredictable in its behaviour. But, it is not so with other factors of production. Hence, it should be managed properly in the production processes. The organization should be managed properly in the production processes. The organization should understand their employees and make them to work as a human team for its production activities. In Japan, there are the organizational families and they treat its members as their families.

Human beings are the assets of a country as the individual possesses some skills of creation. F W Taylor also presumed human beings as an asset and not as an expendable commodity. Noble Laureate Amartya Sen and Dr. R A Mashelkar, Director General, CSIR, New Delhi endorsed that "the Globalization could be a major force for prosperity of a nation. But, it should be backed by human development."

The development of a nation is related with the development of human resources, their strength and the investments. Its growth, progress and prosperity are dependent in the improvement of its manpower. The progress of a country is related with the investment in human capital, which refers to the investment in the education, training, health, and recreation of human beings. The revolution is education, knowledge, communication and the learnings are the essentials for the improvement in manpower.

HRD thinks man as a developmental man. It considers the human beings as a class of human resources. The main emphasis is on the productivity of the individuals. The people in the country should get the benefit in the new environment which requires the new designs of HRD for 21st century (NPE- 1986). Hence, the Indian

Ministry of II R D has the independent portfolio consisting of Education, Sports, YouthAffairs and Culture for the all-round development of a society. Hence, Man is at the central point in the management field.

Management Education is for specialization, promotion of competence, skills and the entrepreneurial abilities of the individuals. The objectives are to prepare the managers with ability, leadership, dynamism, and conceptual skills. Since 1990, the management education has been in more demand because of the globalization, liberalization and privatization of our economy. In India, (1991-1995) U S A, U K, Japan and Canada have invested Rs. 147.10, 37.81, 28.21 and 13.98 billion respectively. The situation has so developed that even the smaller companies have the access to the global markets with the advancement in the information technology, telecommunication and the means of transportation. Hence, the management institutions have to meet this demand of the high skilled professional managers. These management institutions have to provide continuing education and the different trainings for the excellence of fresh graduates, mid-career employees and the specialists who need upgrading in their specialization work.

Since independence, there is a rapid progress in the commercial and the industrial fields in the country. This has ushered a new era for the promotion of management education. The Indian future managers have to respond to these challenges and the global market forces. With the growing industrialisation and the expanding public and private sectors, the need for the competent and trained managers is fast increasing. The importance of the professional managers is now recognized in all the fields. The industries enriched with R and D is an index for the national growth. The influence of multinationals is becoming more powerful. Hence, the management education, trainings and development programmes have to be remoulded according to the needs of the national environment.

We are in 21st century with some specific objectives. Hence, the management education and trainings have to provide the able students and participants with immense knowledge and skills for the organization& The Radhakrishnan Commission (1948), Kothari Commission (1966), National Policy On Education (1986), Prof V. IC_ R. V. Rao and Prof. Galbraith have remarked that " For the development of our human resources, the education is one of the major programme."

For the present, the management education and trainings are imparted by the National Management Institutes, Management Schools, University Departments, Govt. Institutions, affiliated colleges, private institutes and trade associations. Its landmark was the establishment of the Indian Institutes of Management at Ahemdabad (1961), Calcutta (1962), Bangalore (1972), Lucknow (1984); Indore (1997) and Calicut (1997). These I I M award the Post-Graduate Diploma in Management and the Research Fellowships. There are more than 500 management institutions in the country. MBA, MMS, MCM, MPM, MCA, DBM and DCM are the two-year programmes. Its emphasis is on the management processes to develop the views of the students. The object of the management institutions is to train the students as the future managers of high vision. The new courses and the new linkages can improve the management education. Hence, the excellence in the management education and trainings has the impact on human resource development and the growth of a country.

2. Problems

A. Employment

The unemployment is a serious problem and the management field is not the exception to it. Few years before, the management graduates can get a job and they have a choice for the selection of a job. But, this situation has been changed. Now, most of them have to search a job in the competitive market. The employment problem has become the ever increasing. Due to the AICTE's liberal policy, a number of management institutions have been set up. But, some management schools are without the requisite facilities. The sub-standard M B A is not acceptable by the commercial and the industrial units. The ever-increasing number of management schools is the main cause for a glut of management graduates in the market.

It is difficult for the fresher to get a job easily, as the employers prefer the experienced candidates. The demand for the fresher depends upon the quality of education and the trainings given to them by the management school. If the management school fails to provide the quality products, its chances for the future placement are doomed. There is a mismatch and a gap is between the education and the employment. This gap is widening, as there is no definite policy about it. The management institutions are pouring its graduates in the market. But, the employment opportunities are limited. Hence, there is a possibility of frustration among the management graduates. Therefore, the management education system requires the urgent reforms in view of the growing unemployment.

There is the absence of more publicity of the test details, test centres and hikes in test fees. The State Governments have to give a careful thought to these issues regularly. This has got good response from the deserving candidates in the field of management education. There are number of small units in the commercial and the industrial fields. They are in search of the talented managers and the executives for their organisations. Hence, the State control and its intervention have to play the necessary role in the field of management education.

B. Faculty

The management schools are known by its core faculty composition. Every management institution has a team of teaching faculty. It consists of the full-time, part-time and visiting faculty members. The teaching faculty is concerned with the quality and standards of the students. It adds to the goodwill of the institute for the admission of students. A team of dedicated faculty enables a Director of the institute to run the institute effectively. But, now the situation has been changed.

The authorities of the institute are reluctant to appoint the permanent faculty members to save money and to earn their private earnings. The authorities of the institute prefer to appoint visiting teachers on a contract basis or a consolidated pay-package. Sometimes, they show the paper-appointment and the teaching work is entrusted to the inexperienced person.

Likewise, the sanctioned posts are not filled up due to legal or the local interference. The teachers without any background of management education are preferred than the experienced management educators. Some management institutions arc entrusted to others to run their institutes. This affects adversely on the quality of management graduates. This is to be looked upon seriously and to act upon urgently. Appointing the talented and qualified teachers in the management institutions can set this.

C. Visiting Faculty

In the business school, there are some permanent teachers and rest are visiting or contributory teachers. The permanent teachers are full-time and they give full attention for teaching to the students. The students are at liberty to meet them freely for their difficulties and discussions. But, the visiting faculty members are casual for their teaching assignments. The purpose in inviting professionals is to bring the real situations to the classrooms and exposing the students to the practical day-to-day problems. The intention is to build the image of the institute and to enhance the industry-academic interactions. This helps for summer training, placement of students and to know the requirements of the industry.
Sometimes, the purpose of inviting visiting faculty is not fulfilled. The reasons may be personal hospitality. Some executives take one session in the institute for their own change and personal development. Some Directors of the institutes invite inexperienced executives just to oblige their friends and relatives. Some visiting faculty members from industry are interested in getting money in the name of Institute-Industry interactions. These examples defeat the object of visiting faculty. The students lose their interest in guest faculty and they suffer in studies. Therefore, the institute should take care while preparing the list of the guest faculty. This is beneficial for the management institutions and the students.

D. Distance Management Programmes

The private management institutes and the University Departments run the part-time and the correspondence MBA programmes. These programmes meet the requirements of the working people. The selection of the participants is made on merits. The same procedure is followed about the correspondence courses. There is the absence of the industrial experience among these participants. These courses are damaging the goodwill of the management education. It is necessary that such courses are to be regulated by the government. This will protect the importance of the management education. It is necessary to maintain the standard and quality of the management education. Otherwise, the importance of the management education will be depreciated.

E. Composition Of Students

A decade before, the management institutions used to get more students from the Faculties of Science, Engineering,Pharmacy, Chartered Accountants and ICWA. But, for the present, the composition of students has been changed. Around sixty percent of the intake is from the arts and commerce streams. The science faculty students prefer to join the computer application and the Information Technology (IT).

These educational branches are job oriented. Hence, the students prefer to join them. The management institutions have to stand in competition about their admissions. Forty percent seats in the management institutions are vacant because of this changed situation. Therefore, the business schools and its policy-makers have to rethink and to revise the curricula of the management programmes. An attempt is to be made to include the computer application and the Information Technology (IT) in the subject structure of M B A programme. Otherwise, this will affect adversely on the strength of business schools and their goodwill in the society.

F. Multiple Programmes

The numbers of management institutes are running the different courses like-BBA, PGDPM, Master of Marketing Management, Master of Financial Management, Master of Sales Management and Master of Transport Administration with MBA. There are few faculty members and the number of students in each course is limited. As a result, the M B A programme is not getting the due attention to develop.

An MBA course requires continuous care to maintain its utility. These institutes have spent a lot for their establishment, infrastructure and the faculty members. The AICTE always insists about the adequate infrastructure and the talented faculty composition. But, these institutes are not adhering to it strictly. The result is that these programmes have been affected adversely. Hence, in the first year, the management institutes should focus on their main subjects and in the second year, specialized programmes are to be prescribed for the studies. This brings the uniformity of the M B A courses in the country.

G. Computer Application And Information Technology (IT)

After M B A, the students try for the jobs in business, industries, banks, organizations and the teaching profession. The computer application and I T are necessary for these students. The Information Technology deals with the different information systems. Hence, these courses are equally important in the management education.

In 1993, the University Grants Commission (UGC) has given guidelines for Universities about special paper of the computer application. The University departments can offer the advance course of computer as a special paper for these students. The University Policies in this respect should be flexible. The changes in these courses can be included in the structure of these subjects. The personal computers have become more popular and they are readily available in the market. The management students can make the use of this facility for their studies and the regular practice.

H. Campus Unrest

It is one of the serious problems in the management schools. Its reasons may be different like inexperienced faculty, non-availability of latest literature, class-rooms, computer laboratory, industrial visits, campus interview and others. These facilities are available more in the National Institutes and the University Departments. But, all these facilities are not available in the affiliated and the private management institutions. The campus unrest affects adversely on the goodwill of the institute and the admissions of the students. It may take the violent shape by the students' union. Therefore, the management authorities of the institute, Director and the faculty members have to take the timely precautions to overcome these problems.

I. Grading of Management institutions

The quality assurance is to be applied to the system of higher education. The accreditation, assessment and the academic audit are the basic components. They should be enforced in the institutions to provide the desired information and the status of the institutions. (Dr.Hari Gautam, Chairman, University Grants Commission, University News, New Delhi, January 24, 2000).The recognised management institutions can opt for the accreditation. The AICTE has constituted the National Board of Accreditation to grade the recognised management institutions into four categories i. e. A, B, C are not accredited. The accreditation was optional but, now it has becomes compulsory. This has helped the students to apply to the graded institutions.

The accreditation is also essential for the increase in the number of seats and the AICTB grants for research and development. It exposes the institutes, which are sub-standard. The success would depend upon strictness of the National Board of Accreditation. This helps to improve the standard and goodwill of the management institutes in the society.

J. Other Facilities

The facilities of library, sports, industrial tours and summer training are the important inputs of the management programme. But, they have become the casual features and declining steadily. The new arrivals and periodicals in library are few. The industrial visits have taken the place of tourist spots. Some students are presenting the fake training reports without visiting the enterprise. The management teachers do not properly supervise the summer training projects.The same report is p resented again and again by changing the name of the supervisor. The revision and upgradation of syllabus are not done regularly. The class attendance is given least attention. Sometimes, the internal assessment system is becoming a farce. Hence, it is necessary to give a careful thought to these facilities in the management institutions.

3. Suggestions And Recommendations

These problems and deficiencies are related with the standard of the management education and the institutions. They are also related with the problem-solving skills, decision-making ability, courage, confidence and the creative thinking of the students. Hence, there is a need to rethink these issues and to devise 'the strategy to save this professional course from becoming a non-professional one. These issues and problems may be in some management institutes in the society.

The existing management schools have to impart the students the essential knowledge by the enriched faculty members and the infrastructure facilities also. These management institutions are not getting the Government grants like other educational institutions. The in-sufficient students affect adversely on the Annual Budgets of the institutions. Hence, it is difficult to run these institutes by merits and standards. The renowned employers visit the Indian Institutes of Management (IIM) and the A-Class management institutes for the campus interviews. Hence, the Directors of other management institutions should be alert about business situations. The management courses are mainly the professional courses. Hence, the unemployed graduates prefer to join them. Therefore, its issues and problems need to be given the adequate attention by the policy-makers.

The countries like Korea, Thailand and HongKong are the examples where the economic development has been accelerated because of their human development. The educated, competent and skilled graduates also show the skill of entrepreneurship. They can promote the new enterprises to contribute to the development of a country. The challenges of the 21' century have to turn our dreams into a reality. Hence, it is a need to improve our human resources by upgrading their knowledge and skills by the management education and trainings.

Recently, a Workshop was organised on - "Reinventing Management Education-Closing The Gap Between Business Schools And Corporations" - in the Indian Institute Of Management (IIM) Lucknow, India. The learned participants have expressed their thoughts and suggestions. Prof Pritam Singh, the Director of NM has observed that despite the country's vast rurality, there are few courses on the agricultural management. He emphasized the need to evolve the own styles and methodologies of teaching in the business schools.

Dr.Y. K. Bhushan President, Association ofManagement Development Institutions in South Asia (AMDISA) raised the question about the management education for the corporate and non-corporate sectors. Mr. Dhami Sinha the founder- President of AMDISA observed that- "India has 698 (1998) AICTE- approved business schools and 22 foreign schools. Of these, only 6-7 meet the global standards and most of them are the IIMs.

Mr. R V Shahi, Chairman BSES pointed out that there is a gap between what the business schools teach and what the industries require. Hence, he suggested that "the business schools should attach themselves to the industrial establishment for the regular inputs. According to Mr. Ashok Chandra, Secretary HRD Ministry observed that so far, the management institutions are concerned with the organizations only. He said that "there should be a Common Entrance Test and National Centre for Management Teachers Development. He suggested that "the Indian management schools should evolve a pattern of education that complement to our social needs."

The management education and trainings have a long way to go before they attain the global standards.

The existing management institutions and the training facilities are imparting the students the essential knowledge by the enriched faculty members and by the different methods. They provide the facilities for the promotion of competence, skills, ability, leadership, career development and dynamism. The emphasis of HRD is about the potential of an individual and the organizational goals. It gives an opportunity to each individual to develop his creative abilities in the organization. Therefore, the excellence of management education and training facilities has the positive impact on human resource development of the individuals, employees and the participants of the organizations. Hence, its expenditure is the long-term investment for the human capital.

Now the globalization has become the significant issue in national economy. It has induced the unprecedented changes in every facet of business and industries. There is no other alternative but, to keep pace with the global environment. The management schools in India have come a long way since their inception. These management institutions have to develop the global business managers, professionals, entrepreneurs, consultants and the academicians. Hence, our business and management institutions have to respond actively to the changing global scenario.

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