

## HEIs in Future

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### Abstract

*The Indian higher education system is undergoing significant transformations to create a competitive ecosystem. HEIs must adapt and continuously upgrade infrastructure and resources to meet changing demands. Emphasis on institutional culture, values, and leadership will attract both students and eminent faculty. Creative and innovative curriculum aligned with industry needs and branding strategies are crucial for student retention. Changes in preferences, affordability, and educational loans will influence student choices. A flexi-hybrid approach with online and face-to-face sessions will cater to student convenience and skill development. These changes will help HEIs excel in the future's competitive higher education landscape.*

**Keywords:** HEI's, Future Higher Education

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### INTRODUCTION

The higher education system in India is in a state of flux with the recent announcement by the University Grants Commission (UGC) to allow universities to open their campuses and revamp higher education institutions in line with the implementation of the National Education Policy (NEP). The rise of mobile phones as new universities and COVID-19 pandemic has also added a new dimension to this transformation process. The research paper explore the changes and transformations that are expected to take place in the Indian higher education system and their implications for creating a competitive higher education ecosystem.

#### **Infrastructure and Resources:**

Infrastructure and availability of resources at higher education institutions will be a more potent attractant for students. HEIs need to transform, adapt, and continuously upgrade to meet the changing demands of the students. This includes investing in modern technology, up-to-date equipments in the laboratories, and modern facilities. Infrastructural grandeur allowing ample space for students creativity and hobbies will be one of the Unique Selling Propositions of the institutions. The availability of resources, along with a disciplined culture, will attract the best students to these institutions.

#### **Institutional culture and values:**

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Institutions that have systems and procedures in place, a unique culture based on principles, ideals, and values, and are disciplined, will remain for long and be favored by society. Mere money mindedness on the part of institutions without a commitment for quality improvement and social upliftment will be an hinderance in their progress.

Institutional culture and values sustain and attract eminent faculty and thus create a mileau of excellence which is wanted by the scholars.

### **Leadership:**

The Information Technology era demands influential, inspiring, hardworking and dynamic leaders. Quick decisions and support, good feedback system, effective griviance redressal systems and market surveys, research and study of recent developments will make leaders more effective. Exploring the world educational systems imbibing from them and applying the gained smartly needs to be a regular habit.

### **Curriculum:**

Creativity and innovation in the teaching-learning process, curriculum transaction, and enrichment on the part of professors will be crucial to attracting and retaining students. Designing a useful curriculum that prioritizes students' job-ready needs in the changing scenario is critical. HEIs will need to collaborate with industry and develop courses that are relevant and meet industry needs. Institutional collaborations and placement assurance, along with packages offered to alumni, will be considered when students take admission to colleges.

### **Changes in Preferences:**

In school education, parents' preferences have changed from state-run aided institutions to private schools, then to English medium schools, CBSE, ICSE, and International Boards, such as Cambridge Assessment International Education (CAIE) and International Baccalaureate in recent years. We can expect changes on similar grounds in higher education.

### **Tapping the cream:**

Affordability and willingness to invest in education on the student and parent side will be crucial. Top scorers will favour certain institutes while high-fees-payers will be entertained by few institutes. The blooming IIT coaching and NEET coaching industry are the best examples of this trend.

### **Educational Loans:**

Educational institutes to start tie-ups with funding organisations and offer EMI facilities for the parents. Banks to come up with more services to support student learning. Educational institutes will come up with schemes where students will be prompted to ‘earn and learn’.

**Branding and Marketing Strategies:**

Branding and innovative marketing strategies will be expected to establish survival and excel in the competitive higher education ecosystem. Private universities and incoming global universities will try to attract students who can afford to pay a good amount for their education. Hence, higher education institutions will also be divided into tiers, similar to school education, i.e., state board schools, CBSE, ICSE, CAIE, and IB (mentioned in the order of affordability in terms of fees). Branding of educational institutes may come up as a new occupation.

**Flexi Hybrid Approach:**

A flexi-hybrid approach is expected to come into higher education, where HEIs will function according to the convenience of the students. Online modes of teaching and digital modes of teaching will be preferred by both students and teachers. Face-to-face sessions will be more focused on skill development, student engagement, and evaluated for outcomes through feedback.

The changes in the Indian higher education system are significant and are expected to create a competitive higher education ecosystem. HEIs will need to adapt to these changes and transform continuously to meet the changing demands of the students. Infrastructure, resources, creativity and innovation in the teaching-learning process, relevant and useful curriculum, and collaborations with industry will be crucial to attract and retain students. HEIs will also need to develop branding and marketing strategies, adopt a flexi-hybrid approach, and develop schemes to help students earn while studying. These changes will help HEIs excel in the competitive higher education ecosystem and meet the challenges of the future.