Need of Strategic Planning In Education Technology

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Abstract: Education is the very important in our daily life. The system related to it should be such that it will be set an example for others department. With the involvement of strategic planning it needs to create a milestone for others. Education system in schools does a lot of new and innovative thinking but due to lack of strategic planning it comes in trouble. It can be easily seen from the news published in different newspapers. This paper is based on proper planning of at each and every level so that the education system works in an appropriate and effective manner. This paper is based on the finding of survey carried out on the basis of information collected from different resources and later interviews. This paper also contains the news published in different newspapers. Finally suggestions have been provided on the basis of that information. This paper highlights the basic flaws and deficiency in the system and very urgent need to improve it. Field visit consisted of questionnaire, collection of supporting data and interviews.

Strategic Planning

Strategic Information Systems planning is the process of aligning an organization's business strategy with effective computer based information systems to achieve critical business objectives.

It is the planning process that delivers a set of defined initiatives (projects) that achieve a desired set of business goals. The planning process involves a definition of these business goals, an assessment of the resources available for meeting these goals, and the definition of specific plans (initiatives) that are designed to achieve the goals. The process usually incorporates a ranking exercise that identifies the highest priority initiatives.

Strategic information systems are those computer systems that implement business strategies. They are those systems where information services resources are applied to strategic business opportunities in such a way that the computer systems have an impact on the organization’s products and business operations. Strategic information systems are always systems that are developed in response to corporate business initiative. The ideas in several well-known cases came from information Services people, but they were directed at specific corporate business thrusts. In other cases, the ideas came from business operational people, and Information Services supplied the technological capabilities to realize profitable results.

Strategic Information Planning is used In order to manage information systems and information technology (IS/IT) strategically, it is helpful to understand how the role of technology-based information systems has evolved in organizations To get a
successful Strategic information planning some approach would be chosen. Better its formulated all aspect which determined the success of SIP

Nowadays SIP (Strategic Information Planning) become popular in organization. Strategic information planning (SIP) now become very important for company and organization to increase their competitive advantage. Strategic information planning also used in business model growth. The strategic information systems planning used by organization to increase their competitive advantage those predicts and win the business opportunities

**Review Of Related Literature**

In(1983) F W McFarlan & J L Mckenney in his work on ‘Corporate information system management’ forward broad guidelines for evaluating the current and proposing the future need of information system forward a strategic grid containing strategic, factory, support and turnaround phases.

A Model for Managing Innovation in Banks” by Deepti Bhatnagar (oct 1986) Considering the critical role of nationalized banks in India's economic transformation, there is a need to replace the present piecemeal approach to innovation by a systemic approach similar to that underlying the setting-up of R & D departments in manufacturing organizations. In this article, Deepti Bhatnagar proposes a model consisting of three stages with a corporate unit to continuously scan for ideas. The three stages of the model are the idea generation stage, the development stage, and the implementation stage. She delineates, for each stage, personnel and structural requirements and suggests mechanisms for minimizing resistance to change

In(2001) Kamna Malik in her work ‘Design of a Model to Evaluate the Effectiveness of Information Systems with special reference to Automobile Industry” says a model can applied to any organization using the steps like

1. Identify the views and the sub views
2. Select the sample of respondents
3. Get the responses as per the instruments
4. Evaluate the effectiveness as per the steps
5. Take counter actions to improve the areas
6. Repeat the steps 2nd to 5th till the desired level of effectiveness is achieved for area of concern.
7. Repeat steps 1st to 4th after a reasonable gap of time depending upon the dynamics of the organization/ industry / environment.

In(2002) P. R. Balasubramanian and G. Shankaranarayanan of Boston University School of Management in their study “Architecting Decision Support for the Digital Enterprise: A Web Services Perspective” told that The strong push to gain business intelligence has increased the different ways the data is analyzed and the types of decision-tasks it is used for. Decision-makers are forced to become more responsive and make quicker and more dynamic decisions because of having access to resources (data, models, etc.) anywhere, anytime (including real-time). This creates dynamic decision
environments characterized by high frequency and a large variety of decision tasks and multiple stakeholders (model designers, model custodians, and consumers). Model management is an integral part of a digital

In (2002) Arvind Kalia & D P Goyal in his work ‘Analysis models for developing information system’ guide that to judge the requirement analysis that out of questionnaire, interview, internal records, onsite observation the interview is the best suited for studying the requirement analysis in both through the user and the developer view of point. The other methods like internal records and onsite observation also play a big key role in this way.

In 2002 “Efficient Strategic Planning for Ministry Effectiveness” Rebekah Dobson told the importance of strategic planning in his work. The lack of an efficient strategic plan hinders ministries in reaching the greatest level of ministry effectiveness. By following through with the specified strategic plan the programs of an organization will reach greater levels of ministry effectiveness. This can be accomplished through the steps of the strategic plan beginning with an external and internal analysis, a clearly defined mission statement, goals and objectives, formulation of specific strategies, concluding with the implementation of the strategy and managed control process. This concludes that an efficient strategic plan leads to a greater level of ministry effectiveness.

In (2002) Shalinder Saini in her work ‘A Study of management Control System practices in Punjab State Electricity Board’ told that keeping aside the operational level functions the Punjab State Electricity Board is lagging behind in computerization. This is due to the financial constraints and the employee’s perception that computers could lead in the shunting of employees in the organization. The suggestion was forwarded that if the P.S.E.B. wants to improve its functioning than it should allocate a separate fund for establishing computer based system. It will not only improve the effectiveness but will bring the costs lower in the shorter period of time.

Kamna Malik (2003) “Organizational environment and information system” This paper suggest an ACE model – a 3 ring model comprising of processes to (A)adapt, collaborate and evaluate in order to establish and evaluate the organizational effectiveness for improved IS effectiveness in the organization. At the core is the need to cultivate the culture to adapt the latest tolls and techniques for higher end use. Next the people must collaborate and works in teams for faster and beneficial plans and implementations. Finally a well defined process for constant monitoring and refinement of the plan is required. The ring signifies the continuity of three process. These process should not be triggered at a specific level. Rather they must be imbibed in the culture of the organization so that the employes breath in and breath out the same thoughts and execute them together. The model give a simple, flexible and a modular approach to assess the organization for IS effectiveness on a 5 point scale.

“Sherry Turkle” (2003), a study on “Technology and Human Vulnerability” says that in the 1980’s the computer engineers used to be designers in the computer field, but now for increasing specialization an individual from his own field will have to come
forward so as to help its operation. For most of the last 50 years, technology knew its place. Even five years ago, few people would seriously claim that technology had taken over their lives. It's very different today. Technology is not only ubiquitous but has become highly intrusive as well. On the Internet, people invent imaginary identities in virtual chat rooms, playing out the lives they wish they really lived. Children are growing up with interactive toy animals that respond to them like real pets. Indeed, some critics claim that technology has not just entered our private lives but started to define them. Since technology spread so far a weakness in a computing system that can result in harm to the system or its operations, especially when this weakness is exploited by a hostile person or organization or when it is present in conjunction with particular events or circumstances.

In 2003 Modeling Urban Traffic Planning through Strategic Decisions – A case from Bangalore, India S Srinidhi, N R Srinivasa Raghavan, R Srinivasan developed a model deals with reducing the waiting times of vehicles at the traffic junctions by synchronizing the traffic signals. Strategies are suggested for betterment of the situation at different time intervals of the day, thus ensuring smooth flow of traffic. The concept of single way systems are also analyzed. The average waiting times are reduced by providing an optimal combination for the traffic signal timer. Different signal times are provided for different times of the day, thereby further reducing the average waiting times at specific junctions/roads according to the experienced demands.

Karl W. Wöber(2003) “Information Supply in Tourism Management by Marketing Decision Support Systems” The importance of information and efficient information management is steadily increasing due to the evolution of new technologies and high-capacity storage media but also because growing market dynamics raise information needs. A marketing decision support system (MDSS) can be of particular importance as it supports organizations in collecting, storing, processing, and disseminating information, and in the decision-making process by providing forecasts and decision models. The major aim of TourMIS is an optimal information supply and decision support for the tourism industry.

In “Strategic Planning of Distance Education in the Age of Teleinformatics” By Denis Hache develops a model of strategic planning adapted to the particular needs of distance education in a pro-active and technological environment. Teleinformatics is the transfer of information via technology. Teleinformatics in distance education poses a great challenge to secondary and tertiary educational institutions which use this communication network. The speed at which this technology evolves and the need for new and appropriate pedagogical strategies is reshaping distance education within a unique system of knowledge transmission.

In 2008 an Optimization Based Decision Support system for strategic planning in a process industry Goutam dutta and Narain Gupta and Robert fourer develop a model for Almunium Company in India. This model solve the problems relating to purchase, sold or inventoried at each time period. Thus any material can be modeled as a raw material, intermediate, or finished product depending on the circumstances being
considered. The program based on five fundamental elements: materials, facilities, activities, storage areas and time periods.

Objectives Of Study
1. To study the current planning of education system
2. To pinpoint the flaws in current education system
3. To provide the suitable suggestion to improve it

Need Of Study
From 1987 to till date the same method of teaching use and the way of administration also mainly depend upon the manpower to do the work. Since within time, technology updated a lot and very new inventions come within this period so there is a need to proper update ourselves. Since now we have the vision, we have the ideas, we have the technology then why not to update ourselves to save the time and cost.

Time and cost are the things that once gone never come back. Because both are precious, therefore Planning at each step from lower to upper level is required. Strategic planning is the best way to understand the organization and to improve it for future use.

It is also seen that the students treat the study as a boring subject result low pass percentage, less students in merit list and not aware or update with the latest technology. If something wrong happens in schools as published in newspapers like students do suicide or cruelly beaten by teacher having not proper system to recognize the fault and the faulty person. There is a great need that will tackles all these problems and provide us a more neat, clean and disciplined environment.

Planning at each step moves the organization toward success if it goes in a right way because only right step at the right time determines the future of organization. It helps to remove the flaws in it. So there is a need to implement it.

Scope Of Study
This study was carried out in education system follows in Punjab. It contains the force on manpower to implement a transparent system rater than electronic equipments. Today and coming future is only of these equipments and these will become the necessity of daily life of human. So to introduce them in education will be the best way to understand their values. According to 2009 survey of Punjab there are following information of schools

<table>
<thead>
<tr>
<th>Sr. no.</th>
<th>Schools</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>High/ Sr. Sec. Schools</td>
<td>4110</td>
</tr>
<tr>
<td>2</td>
<td>Primary/ Elementary</td>
<td>15715</td>
</tr>
</tbody>
</table>

These Schools contain the maximum use of blackboard that was first implemented in 1987-88. And the checking teachers regarding to perform their duties as well or not? Their way of teaching are blackboard and charts. These are very moderate tools at that
time to understand the student about their study topics. But now at 2011 It is the year of
electronic equipments. There are so many electronic equipments available in the market
that will make the study not only easily understandable but also interesting to do work
with them.

The main objective to take the schools as electronically updatable is because it is
the first institute that comes in the life of every person. If this institute provide all the
details of current life and their needs then it will make the students not only intelligent
but also able him/her to tackle the problems that will come in their future daily life.

Let us take a look at the details of student listed in merit of +2 class from Punjab
School Education Board.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>District Name</th>
<th>Total Students in the Merit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Amritsar</td>
<td>21</td>
</tr>
<tr>
<td>2.</td>
<td>Bathinda</td>
<td>11</td>
</tr>
<tr>
<td>3.</td>
<td>Barnala</td>
<td>03</td>
</tr>
<tr>
<td>4.</td>
<td>Faridkot</td>
<td>02</td>
</tr>
<tr>
<td>5.</td>
<td>Fatehgarh Sahib</td>
<td>06</td>
</tr>
<tr>
<td>6.</td>
<td>Ferozpur</td>
<td>13</td>
</tr>
<tr>
<td>7.</td>
<td>Gurdaspur</td>
<td>02</td>
</tr>
<tr>
<td>8.</td>
<td>Hoshiarpur</td>
<td>24</td>
</tr>
<tr>
<td>9.</td>
<td>Jalandhar</td>
<td>12</td>
</tr>
<tr>
<td>10.</td>
<td>Kapurthala</td>
<td>04</td>
</tr>
<tr>
<td>11.</td>
<td>Ludhiana</td>
<td>97</td>
</tr>
<tr>
<td>12.</td>
<td>Mansa</td>
<td>No student</td>
</tr>
<tr>
<td>13.</td>
<td>Moga</td>
<td>08</td>
</tr>
<tr>
<td>14.</td>
<td>Shri Muktsar</td>
<td>15</td>
</tr>
<tr>
<td>15.</td>
<td>Shaheed Bhagat Singh Nagar</td>
<td>07</td>
</tr>
<tr>
<td>16.</td>
<td>Patiala</td>
<td>17</td>
</tr>
<tr>
<td>17.</td>
<td>Rup Nagar</td>
<td>10</td>
</tr>
<tr>
<td>18.</td>
<td>Sahibjada Ajit Singh Nagar</td>
<td>05</td>
</tr>
<tr>
<td>19.</td>
<td>Sangrur</td>
<td>14</td>
</tr>
<tr>
<td>20.</td>
<td>Tarantaran</td>
<td>No student</td>
</tr>
<tr>
<td></td>
<td>Total Students</td>
<td>271</td>
</tr>
</tbody>
</table>

Source: Data Collected from the office of Punjab School Education board

These are the students that comes in the merit list in which Ludhiana has
maximum 97 students in the merit But Mansa and Tarantaran has no students in the
merit. It means if we take a look at a graph for all districts then it will looks as:
By observing the data it is seen that some at very high peak and some at very lowest peak. It means there is not problem in education but there is problem in the way of education will provide to the students. It should be moderated and equipped with the latest technology.

A sample has been collected from the students of 200 to know their interest about study it is as

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Students</th>
<th>Using Black Board</th>
<th>Using slide Presentation</th>
<th>Difficulty to understand</th>
<th>Should be animated</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>20</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2</td>
<td>80</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>3</td>
<td>120</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: data collected from the questionnaire

It is clearly seen from the data that a small amount of students are satisfied with the way of teaching as going on. But majority of student want to make the study as an interesting subject and easy to learn. When another survey is done about to knowledge regarding electronically equipments that are available in the market then it likes as

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Students</th>
<th>Online billing</th>
<th>Online shopping</th>
<th>Online study</th>
<th>Online reservation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>125</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2</td>
<td>75</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data collect from the questionnaire

The knowledge of students in this is they know the facilities someone not all but only some that are living in good city know how to operate them and their values in the life.
Let us take a look of pass percentage of students who appeared for matric class 2011.

<table>
<thead>
<tr>
<th></th>
<th>Appeared</th>
<th>Pass</th>
<th>Pass Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>300491</td>
<td>200547</td>
<td>66.73</td>
</tr>
<tr>
<td>Private</td>
<td>52457</td>
<td>26462</td>
<td>50.44</td>
</tr>
<tr>
<td>Total</td>
<td>352948</td>
<td>227009</td>
<td>64.32</td>
</tr>
</tbody>
</table>

Source : Data collected from the office of Punjab School Education Board

The pass percentage is very low and need to improve it for better results. Our main motto should not be just educate the student but also familiarize them with the latest technology.

Problems Areas

Common problems identified in this field are: Technology not update with time: from starting to till date same method of teaching is used. So there is a need to update ourselves with the technology. Poor grades or marks by the students: As shown from the collected data there is a need to improve the student’s record. Not able to create a fear among students without punishment: The news as prescribed in article in which the student try to do suicide after punished by the teacher. So there is a need by which we able to create the fear among students without punishment. Difficulty to understand the lesson: Students faced difficulty to understand the lesson by which they got poor grades or marks. Not proper use of internet by the authorities: Authorities can do a lot of work other than providing and taking information. Indiscipline: It is not possible to create a discipline among students without any fear or punishment then how can it be created. A scary environment for teacher: Teachers also suffering from the bad result problems need to transparent the education system. Not a fairy judgment for teacher as well as students by the checker team: Due to non-transparent of education system the actual fault either from the teacher side or student
side can not be clearly visible. Not Explorable method of knowledge: there should be a system by which the student can explored their knowledge about any topic. Controlled on copy in papers: there should be a system by which a hold to control copy in papers can be more gripped. Forcibly do the work from officer to teacher to students results just pass them in any way: Result is always taken in the term of pass percentage not in term of percentage of marks obtained by the students. No education calendar: There should be a calendar in which all school activities are defined within the time. Not any activity to explore the skills of students: There should be a activity that guide the students to explore the skills. Not proper distribution of time among sports, curricular activities, Eduset Program: There are so many programs run by the education system but proper planning at each step is required so that proper time can be given to each activity. Impulsion to complete the syllabus in anyway: Teachers not only liable to complete the syllabus but also to provide the good knowledge, Class Monitor checks the performance of teacher: Is it right that a person who himself need to be checked, checks the teacher performance.

**Area Needed Fine Tuning**

1. There should be a moderated system equipped with latest technology to teach the students as well as to experience them with new things.
2. Since student always shows interest in the moderate equipments like mobiles, 3D games. It will also help the students to improve their educational or learner level.
3 System should be such that it will create a fear among students not punishment wise but for better performance wise.

4 It is the duty of teacher to present their material in a way so that a student can easily understand. So teacher also need to aware for the use of technology.

5 Internet does not mean only for the purpose of give and take information but it can also be helpful at administrative level.

6 There should be a system that will create a discipline among student as well as teachers without harassing them.

7 Environment of schools should be such that everyone from principal to students gives his best performance without any harassment.

8 The system should be such that it will show the transparency among system.

9 There should be a system that allows the student to explore their information at any level for a particular topic by implementing a internet library.

10 There should be a system by which a control on copy in papers can be more secure.

11 There should be a system in which teachers performance can be easily checked.

12 There should be a system in which students performance can be easily checked.

13 There should be a system in which teacher and student not only liable to complete the syllabus anyway but also inspire themselves to learn the new things.

14 There should be a proper planning at each level to become it the best system
Conclusion

We would like to conclude that planning at each level to do the best work is very necessary. Since it is the planning that makes a firm to achieve the success so to improve ourselves, we also required the same. Planning at each step brings the new revolution that will change the whole scenario of education system. It will not only save the time and cost but also expand the student's view of thinking and plan their future according to their needs. It brings the more transparency in education system that helps to control the department in a better way. It provides the new definition of educated person that not only knows about the technology but also aware how to proper use them for their needs. It will also inspire them to invent new things to do the work more easily. This paper also suggest the ways to improve the performance of students in the term of technology like e-billing, online shopping, online study and other online services. It also helps to improve the pass percentage and also helps to make the study more interesting. It provides the new way of administration that will helps to operate the system in a more appropriate way. This paper will clearly define the duties of officer, teacher and students and helps them to do their best for the system. Finally it can be said that planning makes the man perfect in his life as well as in his duties.

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