

THE NAKED TRUTH

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It has become common-place for news papers to be filled with advertisements of success claimed by coaching centers across the state whenever results of a popular examination like IIT-JEE, AIEEE or EAMCET are announced. Coaching centers and tutorials are showing no conscience in blatantly claiming results of successful students as theirs. In doing so, they are not only staking claim on the success of the student but are also exaggerating the results. Since there is no proper jurisdiction and law that governs such claims, this has become the route to success, popularity and a way to make a quick buck.

One has to note that an examination like IIT-JEE is of extremely high-standard and to be successful it requires a good student, a good teacher and a proven track record of success stories from the organization delivering the training.

Parents must watch out for tutorials with misleading names that make them think that they are the same as some other successful tutorial. This is a gimmick being used by a few tutorials claiming a lot of success unethically. Recently, a two-year old coaching centre distributed brochures claiming that they have a track record of 15years. This is illegal and definitely immoral.

Parents again should step forward and question the legitimacy of such institutions. Such organizations exploit loop holes in the system at the cost of a child's future.

One of the most surprising claims is that of multiple tutorials, advertising that the same student was coached by their tutorials. It is extremely important for parents to do their homework before buying into these claims. No one likes to get cheated and parents should be extra cautious when thinking of their child's future. This can be done very easily by getting answers to a few simple but important questions like:

- How old is your institute, who is in your staff and how long have they been teaching at your institute?
- How qualified are your staff?
- How many students were enrolled and how many did not make it?
- Can you show me a success chart for the past few years?
- Can I contact some of your top students (please provide their hall ticket numbers and contact information)
- Are you paying the student for advertising in the news papers?
- How long have you coached the student?
- How come this other tutorial is also claiming success for the same student?

Parents have the right to ask questions and get the correct answers. If education is a business, then the parents and the students are the customers. They have every right to demand the best service for the fee they are paying.

Education should be held to high standards. Students, parents and teachers play a vital role in that. Teachers and educational institutions should strive to provide the highest quality education through excellent facilities and a high quality staff. This is not only vital in making a student successful but also in making a successful society. One has to understand that a 50% success also means a 50% failure. This is the absolute naked truth.