

MARKETING DREAMS AND MANUFACTURING ADMIN ELITE

The good, bad and ugly of IAS coaching business in India



Do you really have any idea of the number of IAS coaching institutes in India? While revising my book, *How to Get Government Jobs?* to make it a new avatar as *How to Get into IAS?*, I had to do research on the Internet for 10 days or so to know how many IAS coaching centres are in our country? I knew only a few established IAS coaching institutes. I was at my wits' end when I compiled for the first time a Statewise all-India list of IAS coaching centres of different nomenclatures and breeds operating in the country.

◆ By KP Shashidharan

I could trace 645 IAS coaching institutes in India from the Internet. The highest number of such centres is obviously in Delhi NCR (178). I am at sea as to how Kerala has come next to Delhi with institutes for IAS aspirants in every district with a total number of 111. Maharashtra is the third with 60, mainly in three cities – Mumbai, Pune and Nagpur – but the surprising fact is

that the maximum number of institutes are operating in Mumbai (42). Tamil Nadu with 42 of them is the fourth one with a large number of coaching centres in Chennai, Madurai and Coimbatore.

SELLING THE IAS DREAM

Many of these so-called academies do not have any website presence. For in-

stance, the Internet source hints that Bhopal alone has more than 60 plus IAS coaching centres. It seems every Tom, Dick and Harry has grabbed the golden opportunity to market the scintillating dream of turning every aspirant into an IAS officer and making money ethically, unethically and clandestinely in a devious modus operandi.

Every year more than 15 lakh aspirants think of competing for the IAS. About 10 lakhs of them apply and more than five lakh candidates appear for the UPSC Civil Services Examination...the total number of positions in all the 24 Services is about 1,500. So, the ratio of aspirants...taking all Services into account...is about 1:1,000.

INADEQUATE DATABASE

This information is compiled from the Internet. This database needs to be verified and authenticated by concerned government authorities. There are frequent changes in their status. The data is not complete. Updating the database is an ongoing process as more and more IAS coaching centres are coming up in cities and towns and even villages in the country.

There are many duplicate names with devious alterations and misleading information. Some names are repeated in States, UTs and the NCR as well. It is in the interest of these institutes to cooperate with authorities for creating a credible Internet presence and a consolidated database, updated and maintained with essential information.

NEED TO VERIFY OPERATIONS

The concerned government authorities may like to take interest in verifying the status of these institutes by checking whether they are properly registered, keeping proper books of accounts and requisite records and are paying direct and indirect taxes as required under the law.

Every year more than 15 lakh aspirants think of competing for the IAS. About 10 lakhs of them apply and more than five lakh candidates appear for the UPSC Civil Services Examination. The number of IAS posts is generally about 120 to 150 and the total number of positions in all the 24 Services is about 1,500. So, the ratio of aspirants for the IAS is roughly 1:10,000 and taking all Services into account, the ratio is about 1:1,000. The Indian Administrative Service is *the creme de la creme* of the bureaucracy. Those selected for the IAS are trained at the Lal Bahadur Shastri National Academy of Administration, Mussoorie, Uttarakhand.

Statewise number of IAS coaching centres and institutes in India	
Chandigarh	21
Delhi-NCR	178
Uttar Pradesh	7
Haryana	20
Rajasthan	16
Uttarakhand	16
Himachal Pradesh	6
Goa	3
Punjab	21
Jammu & Kashmir	9
Bihar & Jharkhand	20
Madhya Pradesh	10
Chhattisgarh	20
Maharashtra	60
West Bengal	16
Assam & NE States	3
Odisha	32
AP & Telangana	21
Andaman & Nicobar	1
Tamil Nadu	42
Karnataka	8
Kerala	111
Puducherry	4
ALL INDIA TOTAL	645

WHAT CAN AUTHORITIES DO?

There are a few reputed IAS coaching institutes having decades of solid expertise, an unblemished track record and a success ratio, but the majority of these mushrooming so-called academies lack basic infrastructure, quality teachers and standard study material. Some of them use the names of the

successful ones in clandestine ways to attract students.

Many of these institutes are not registered with the concerned government authorities. Some of them may not be keeping proper books of accounts and may not be paying income tax due to the Government.

Nobody knows the magnitude of the dubious business of such institutes. Nor does anyone regulate them to ensure a certain level of quality standards and adherence to minimum ethical principles to prevent gross exploitation of helpless job seekers by these unscrupulous maverick institutes.

There has been no consolidated Statewise all-India database of these coaching institutes so far. This information is there in bits and pieces but nobody can verify its veracity.

Many of such institutes operate with mobiles, showcasing the pictures of impressive buildings of other persons in the neighbourhood.

Many institutes mushroom when the UPSC notifies the holding of the Civil Services Examination in three stages – Preliminary, Main and Interview. Many of them close down too. It is not easy to track them. There is a growing need of verifying the veracity of the tall claims of these institutes.

There must be continuous updating and consolidating the database of these institutes and accrediting them based on their infrastructure facilities, the methodology of their training, the qualifications and expertise of their teachers and the standard of their study material and bazaar notes they sell to the hapless aspirants.

Such exercise will differentiate the genuine coaching centres from the phony ones, based on their track record, expertise and ethical commitment. Unless these coaching institutes are regulated, they will continue to exploit the jobless educated aspirants by selling the dream of manufacturing the IAS, the king of all Civil Services in India. ■

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