Role of E-Learning in Indian Education Sector

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ABSTRACT

At 315 million, India has the most students in the world (according to 2011 census) and they required an efficient education system for achieving their goals. Educations play a very significant role in the overall development of individual, society as well as the nation. With the passes of time education system also face a lot of changes, in present scenario as the information technology is expand, education system adopt the this technology. Now days E-learning is become very popular in India especially in private sector particularly for competition test exams. This paper exhibits the role of E-learning in Indian education sector, futures of E-learning in India, business strategies of the educational intuitions in e-learning and e-learning with social media.

Keywords: Digital education, Social media, Education system, Live Classes, Pen drives classes.

1. INTRODUCTION

Education is the one of basic pillar of the sustainable and overall development of any nation. A efficient education system for all is the one of the basic need of every country. During last daceds the methods and techniques of teaching are changed. Previously, teachers used to teach in rigid, formal and stereo-typed ways. Student used to get by heart whatever was given by the teacher or textbook. However, today the student is not considered as an empty vessel to be filled in by facts and figures. They are now expected to use so many media and materials and to get learning experience from all sides. The modern teacher inspired students, teaches friendly, discuss the problem and work for overall development of their students. Now day's teachers used various digital technologies and social media in teaching, to makes the teaching attractive. That is why the concept of E-learning become very popular in India particularly in studies of CA/CS/CWA, competition test preparation for job and various types of enterence test exams like CAT, IIT Mains/Advance, NEET etc. According to a 2016 report by Tecnopak[1], India's education market value is Rs. 6,80,000 Cr, while the digital learning market is estimated at Rs. 13,600 Cr. The E-learning market in India is expected to reach approx Rs. 40,000 Cr by 2020 as the numbers of internet users in increasing. Now there are 45 Cr. internet users in India and it is expected to reach about 73 Cr by 2020 (according to government of India report), that's lead to high expansion in the Digital learning market in India.

2. LITERATURE REVIEW

Digital learning makes the class rooms, interactive which makes interactive classrooms in School and lead to the fun way to learn. It also provides active participation of students as well as teachers (YP Singh, 2013). Technology can decrease the implausible attempt by students to collect the number of books and journals for acquiring information and increase students' focus on more important knowledge gathering process (Chinmoy Goswami, 2014). Technology-led reach and easy access will bring about a socio-economic difference in the lives of Indian learners (Zahoor Ahmad Lone, 2017). E-Learning should be more focused on knowledge creation rather than merely on knowledge acquisition. As knowledge is the integral part of this century, however instead of computer-supported learning, it would be advisable to talk about new forms of Socio-Digital Participation (Shikha Dua, Seema Wadhawan and Sweety Gupta, 2016). Development of education infrastructure is required for the development of digital education across the country and this will lead to considerable increase in infrastructure investment in the education sector (Rampravesh Gond and Rashi Gupta, 2017). The E-learning is emerging as the future trend of learning in India would be dominant in the times ahead and it has created new dimensions in education, both within and beyond the curriculum and is still looking at further opportunities of becoming more practical (Sheikh Mohd Imran, 2012). As per responses from teachers, DCS helps in improving overall quality of teaching. Specifically, DCS helps in creating better impact with children, increasing confidence of teachers and enhancing teachers" knowledge (R Sugant and SandhyaAnvekar, 2014). It totally depends on the Institution's decision of making all its

classrooms digital classrooms in coming five years, otherwise the change will never happen (Avishkar D Kamble, 2013). E learning can work wonders in this direction and help the socially marginalized community to attain their entitlements. Launch of Digital India Programme is a welcome step in this direction (Swati Yadav & Anshuja Tiwari, 2015). Proven effectiveness of differentiated digital practice tools (for math and language) it use in schools stimulated by government in NL and used to a some extent in most schools (Carla Haelermans, 2012)

3. OBJECTIVE OF STUDY

1. To study the present and future of digital education in India
2. To study the business strategies of educational intuitions with respect of E-learning.

4. STATEMENT OF PROBLEM

Globally India holds an important place in the field of education. There are more than 13 million schools all over the country having over 350 million students. India's higher education system is third largest in world, next to USA & China with more than 800 Universities and 40,000 Colleges. Now, India has become one of the biggest educational markets in world. However, there is still a lot of scope for further development in the field of digital education. That is why, it is important to know about future of digital education in India along with the present condition.

5. RESEARCH METHODOLOGY

Descriptive research design is use for the study. It is descriptive because the main goal of this research is to describe the characteristics in detail about present scenario and future prospective in digital education in India. For this secondary data is used with the help of various websites and journals.

6. ANALYSIS

Digital Education in India

In India, there are more than 13 million schools all over the country having over 350 million students. India's higher education system is third largest in world, next to USA & China with more than 800 Universities and 40,000 Colleges. Now, India has become one of the biggest educational markets in world, India's education market is valued more than $100 billion currently, while the digital learning market is estimated $2 billion. With more than 118 Cr. mobile users and 78 Cr. internet users, the area of digital learning is increased day by day. Now India is leading player in the digital education, many new business organizations are entered in the market of digital education which makes it more viable.

Leading Players in Digital Education in India

With the worlds' biggest education market and huge scope in the digital education so many intuitions adopt the concept of digital learning. Here we discuss the leading players in Indian digital education market.

- *Byjus:* Byjus is the biggest brand in the Indian E-Learning market. It was started in 2011, in Kerala. They provide education through mobile application, for 6th class to 12th class. They also gives classes for IIT-Mains/Advance, NEET, KVPY and other entrance exams. Now they started online coaching for UPSC Civil Services (IAS/IPS). The total brand value of this company is Rs. 260 Cr. in 2016-2017.
- *CL Educated Ltd:* CL Education ltd was set up in 1996, they provide online and digital education for CAT and Banking Sector. The total mrket cap of this company is Rs.518 Cr.
- *Educomp:* Educamp was setup in 1994, the very big name in the digital education sector in India. They provides digital education for schools and universities. The total market cap is Rs. 100 Cr.
- *SEIL:* Shanti Education Initiatives Limited was set up in 2009 in Ahemdabad, Gujrat. They provide education services for competation test. The market value of this company is Rs.185 Cr.
- *Study IQ:* Study IQ is a very big name in India for digital education particulary in SSC-CGL and Bank PO. They proves pen drive courses, tablet courses and You-tube classes for their students. Approx 80,000 students are registed in Study IQ.
- *Vidyamandir Clases:* Vidyamandir classes set up their study centre aross the nation. They prove education through more than 5000 smart classes for IIT Mains/Advance and NEET.
- *ALDINE CA:* Aldine was formed by CA Parvven Sharma, for CA-IPCC and CA-Final. Aldine has more than 8000 study centers across India.

- *ETEN:* Eten is a subsidiary of Persons Co. it proves E-Classes for the CA/CS students. It is the one of biggest institute in the field of CA/CS education with maore than 10000 study centre in India.
- *STARGATE:* Stargate also provide online education through smart classes for CA/CS particularly for Cost and IT.

Business Strategies in Digital Education in India

- *Online Classes in Smart Classroom*
- *Online Classes with Mobile App*
- *Online Classes with Websites*
- *Pen Drive Courses*
- *You-Tube Classes*
- *Tablet Courses*
- *Social Media classes*

Future of Digital Education in India

With the Digital India programme's vision to transform India into a digitally empowered society and knowledge economy, the education sector in India is poised to witness major growth in the years to come. Technology-led reach and easy access will bring about a socio-economic difference in the lives of Indian learners. Compared to an almost 80% literacy rate in urban India, that in rural areas is only 56%. India's education market value is Rs. 6,80,000 Cr, while the digital learning market is estimated at Rs. 13,600 Cr. The E-learning market in India is expected to reach approx Rs. 40,000 Cr by 2020 as the numbers of internet users in increasing. Now there are 45 Cr. internet users in India and it is expected to reach about 73 Cr by 2020 (according to government of India report), that's lead to high expansion in the Digital learning market in India.

CONCLUSION

Education sector in India has seen a series of rapid expansion in last couple of years which helped to transform the country into a knowledge haven. The study clearly points that development of education infrastructure is required for the development of digital education across the country. This will lead to considerable increase in infrastructure investment in the education sector. Now only the private sectors are provides the digital education mainly. Government of India has also taken major Initiatives for the development of digital education in India like opening of IIT's and IIM's in new locations as well as allocating educational grants for research scholars in most government institutions. The e-learning is emerging as the future trend of learning in India would be dominant in the times ahead. E-Learning has created new dimensions in education, both within and beyond the curriculum and is still looking at further opportunities of becoming more practical.

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