MARKETING FACTORS IN EDUCATION TECHNOLOGY

Project report submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF TECHNOLOGY

IN

ELECTRONICS AND COMMUNICATION ENGINEERING

By

Ritankshee (161066)

UNDER THE GUIDANCE OF

Mr. Jatin Sharma

(Manager, LiDO Learning)

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY,WAKNAGHAT

May 2020

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DECLARATION

I hereby declare that the work reported in the B.Tech Project Report entitled **"End semester Internship at LiDO"** submitted at **Jaypee University of Information Technology, Waknaghat, India** is an authentic record of my work carried out under the supervision of **Mr. Jatin Sharma.** I have not submitted this work elsewhere for any other degree or diploma.

Ritankshee

161066

This is to certify that the above statement made by the candidate is correct to the best of my knowledge.

Mr. Jatin Sharma

Manager

LiDO Learning, Noida

Date:

CERTIFICATE

This is to certify that the work which is being presented in this project report titled **"End semester internship at LiDO"** for partial fulfillment of the requirements for the award of the degree of Bachelor of Technology in Electronics and Communication Engineering and submitted to the department of Electronics and Communication Engineering, Jaypee University of Information Technology, Waknaghat is an authentic record of work carried out by **Ritankshee (161066)** during a period of February 2020- May 2020 under the supervision of **Mr. Jatin Sharma(Sales Manager, LiDO Learning)**, Noida, Uttar Pradesh .

The above statement is made correct to the best of my knowledge.

Date: -

Mr. Jatin Sharma

Sales Manager

Lido Learning, Noida.

ACKNOWLEDGEMENT

I would like to express my deep gratitude to my manager **Mr. Jatin Sharma***(Sales Manager,LiDO Learning),* for providing , me with an opportunity to work under his supervision and guidance. He has always been my motivation for carrying out my responsibilities. His constant encouragement at every step was a precious asset during my work.

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ABSTRACT

The report will focus on the various marketing factors that play a role in the development of Education Technology i.e. the use if technology in education. Online classes are not uncommon anymore keeping in mind that almost all the schools across the globe have taken a resort to it in order to enhance the learning process in the students. It is a scientifically proven fact that a module taught through video will have more of a retentive effect on the learning process of the students than just reading out of a textbook. Hence online teaching, or as it is more commonly called "e-learning" has become a very integral part of the education system.

CHAPTER-1
INTRODUCTION

LiDO Learning is a company in the education technology sector which adds quality to the classroom education through a distinctive online classrooms for youngsters in India. With their energizing and fun online classes for school going youngsters, they are building the Lido involvement in forefront content like vivified recordings and intelligent games, a customized stage for schoolwork, tests, challenges, and motivating educators.

Figure 1.1: An outlook at education technology

1.1 WHAT IS EDUCATIONAL TECHNOLOGY?

We all know that Educational technology is all the intelligent and operational endeavors made during late years to redesign, change and systemize the machine of logical techniques to the association of most recent arrangements of hardware and material so as to upgrade the learning procedure.

As per the Technical working gathering for the ed-tech sector in Asia under APEID – 1995, "Technology in education could even be a detached field managing the thought of cognitive content with melioration and postulation of the session references which means the following values:

1. Explaining the instructive goals.

2. Putting the substance of components in a consistent request.

3. Determining the way toward educating and learning.

4. Securing information through the improvement of the models of educating.

5. Connecting the educating and learning process alongside criticism.

6. Determination, assessment and improvement of media.

Figure 1.2: e-learning is an integral part of the education system

The field has been depicted as a continuing activity that tries to bring students, instructor, and specialized methods together in a proficient way.

Notwithstanding experiential information drawn from instructive practice, instructive innovation is predicated on hypothetical information that rises up out of different controls like correspondence, training, brain research, human science, AI , and software engineering. It includes various areas which include learning theory, training that is computer based, learning online and m-learning(mobile learning) to name a few.
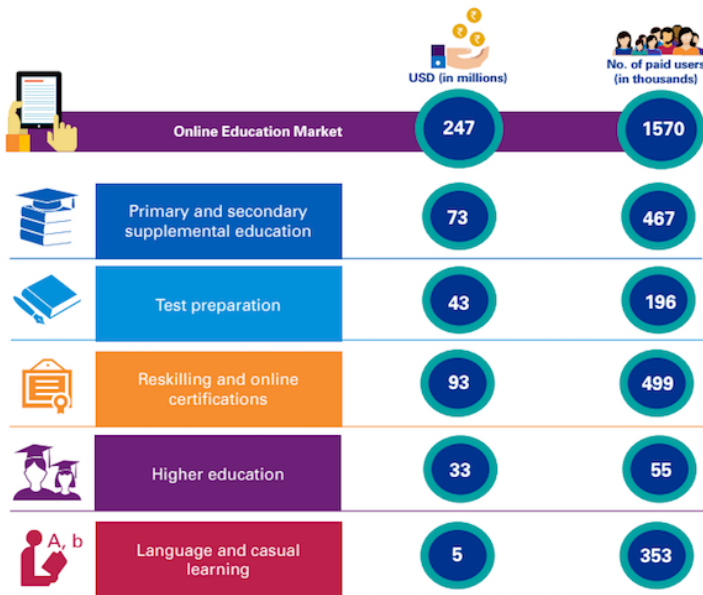
Figure 1.3: The online education market

Education technology is the theory and practicality of learning and also enhancing the learning capabilities through more creative roads using suited technologies. Also, Instructional technology is basically related to the design and utmost evaluation of the resources that are related to learning. Intrinsically , educational technology refers to all valid and reliable applied education sciences, like equipment, also as procedures and systems that are gotten from investigate venture , and during a given setting may allude to hypothetical, algorithmic or heuristic procedures: it doesn't really infer physical innovation.

Figure 1.4: Technology abstract

CHAPTER 2
HISTORY OF ED-TECH

The students today sleep in a really unexpected world in comparison to the one that we grew up in. Innovation has totally changed the manner in which they play, learn, and connect with each other . As the individuals who will assist them with exploring this world, it's our duty to know these advances and their belongings. So as to do as such, it is imperative to see how we arrived today. The ongoing history inside the instruction world and thus the innovation world will be covered in the following paragraphs, starting with the 1980's.

Figure 2.1: education and technology are related

In the 1980's, with the distribution of A Nation in peril , there was an acknowledgment that they have training emergency. The Department of Education was shaped in 1980 by the central government to advance understudy accomplishment. In the innovation world, they were inside the "advanced age" with the expansion of private figuring and different gadgets with registering power, similar to PC game frameworks and mini-computers. With PCs came progressive

working frameworks and private processing programming. In the study hall, innovation was actually an accidental instrument.

In the 1990's the educational crusade was about quality and creativity. There was the public school development, the making of change disapproved of associations like Teach For America and accordingly the New Teacher Project, and new strategies concentrated on understudy access to rise to training. Along with this taking place in education, hard-wares and soft-wares were developing, keeping in mind the growth of the more potent personalized computation and therefore the increment of the electronic mail. It was within the 90's that they started to ascertain innovation supplement guidance in their institutions.
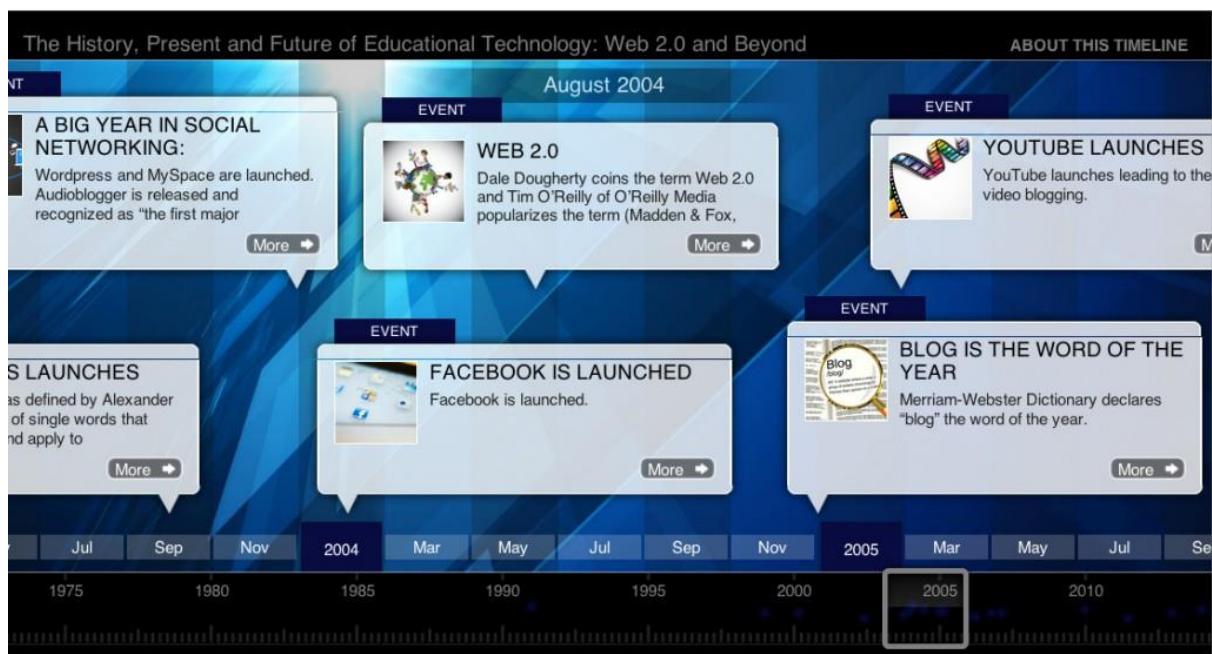
Figure 2.2: The history, present and future of education technology

Then within the 2000's, the education policy really focused on the measurement of progress and accountability. The innovation world was set apart by the expansion of compact innovation and "brilliant" gadgets close by more network than any time in recent memory. In the study hall, innovation kept on enhancing guidance in extra consistent manners. The instructors began utilizing advanced educational program, schools embraced online evaluation books and Learning Management Systems, and web get to turned out to be progressively omnipresent in homerooms.

Today, with Common Core and subsidizing sources like Race to the most noteworthy , there's consideration on 21st century aptitudes and school status. Also, with the expansion of tablets and multifunctional gadgets nearby the interest for embodiment and justification in buyer innovations, we saw innovation turning into a coordinated device in homerooms. It permits the instructors to pass on data all the more proficiently and understudies to analyze, examine and learn all the more adequately.

For the primary time ever, we have seen justification of learning for each individual understudy as a reality. With new advancements developing dangerously fast, it is an excitement to figure out with the schools to ascertain what this decade will become.

CHAPTER 3
SCOPE OF ED-TECH

Instructive innovation is a procedure situated method. Instructive innovation isn't restricted to instructing and learning procedure hypotheses despite everything instructing learning process is impacted unquestionably more by instructive innovation. Hypotheses are moved from figuring out how to showing just gratitude to instructive innovation.
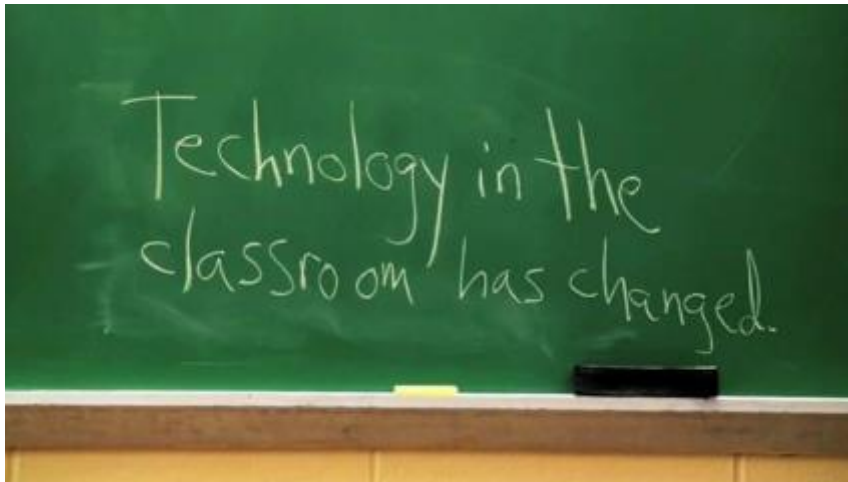

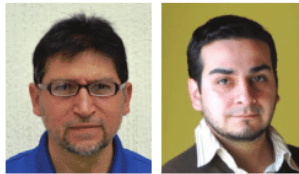**Figure 3.1:** Classrooms are also using technology nowadays

If the session applied science is restricted to audio-visual aids, mechanical and electronic gadgets the scope of educational technology becomes restricted, but it isn't limited to all or any this stuff rather, it diffuses all over. Instructive innovation ought to go into:

1. At home.

2. Overseen by outside help.

3. Thorough errand investigation.

4. Detail of direct conduct.

5. Assurance of pre essentials and subsequently the progressive direct conduct.

6. Away from of the issue.

7. Prevention in taking care of issues.

8. The executives and association of significant assets.

9. Accessibility of a few media with respect to occasion films, TV, radio and so forth.

10. Creating programming innovation.

3.1 CHANNELING FACTORS

Training is progressively turning out to be innovative. All the things that are occurring inside the universe of innovation are legitimately affecting training and learning frameworks. Why this is regularly certain to occur, how our educators, students, and training frameworks as a whole are staying up with them, might be a major concern. Following are the 6 high innovation ways to deal:

Figure 3.2: An excerpt from the IEEE technology and society magazine[1]

3.1.1 TAILORED EDUCATION EXPERIENCES

Learning methods and encounters ought to never be an equivalent for everyone , be that as it may, the prior training frameworks could never adapt to the tailored basic cognitive process as there were too many restrictions. It is due to the modern technology in education that custom instructing and learning strategies and encounters will be started in the current day instructive framework. With current contraptions and interfaces, learning supporting the student's need, preference, and availability will be initiated.

Figure 3.3: Custom Learning Experiences

Rather than the one-size-fits-all way to deal with study hall instruction, versatile applications improvement for training released a substitution method of need-based learning. For example, a lesser specialist presently can look for direction for a basic technique during the activity all through his portable application.
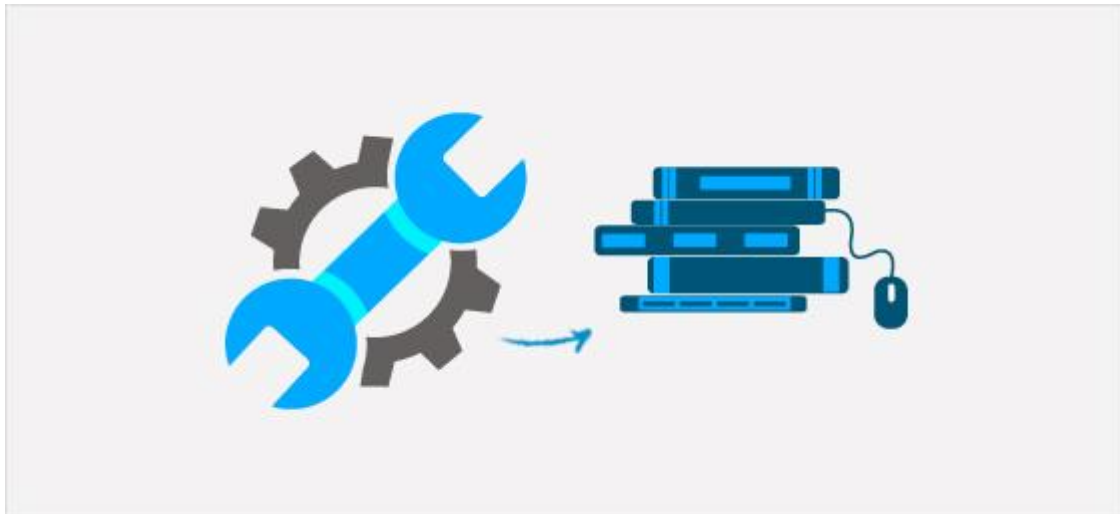
Figure 3.4: Technical education

3.1.2 CLOUD COMPUTING

More than the other innovation, distributed computing opened the entryway of cutting edge training. The whenever anyplace availability of information put away in remote cloud servers of the applications made it conceivable to get to courseware and scholastic materials from any gadget and from anyplace. Understudies can keep perusing a book and team up with different understudies and instructors about their schoolwork simply through any shrewd instrument and whenever. Other than the comfort of access and coordinated effort, cloud-based instruction applications unraveled the matter of putting away information likewise.
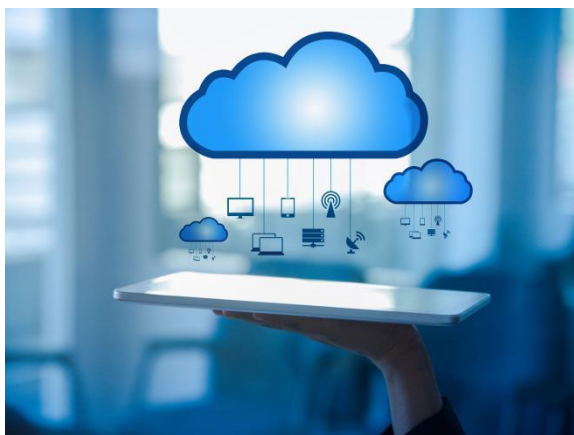
Figure 3.5: Cloud Computing

3.1.3 SPEECH TO TEXT OPTIONS

A great deal of gadgets and application stages are currently accompanying menial helper applications and properties like Apple's Siri. These AI supporters reacting to voice orders make things considerably simpler for learning. In addition, the discourse to-content component, accompanying

most gadgets, makes note taking and composing considerably increasingly agreeable and quick paced.
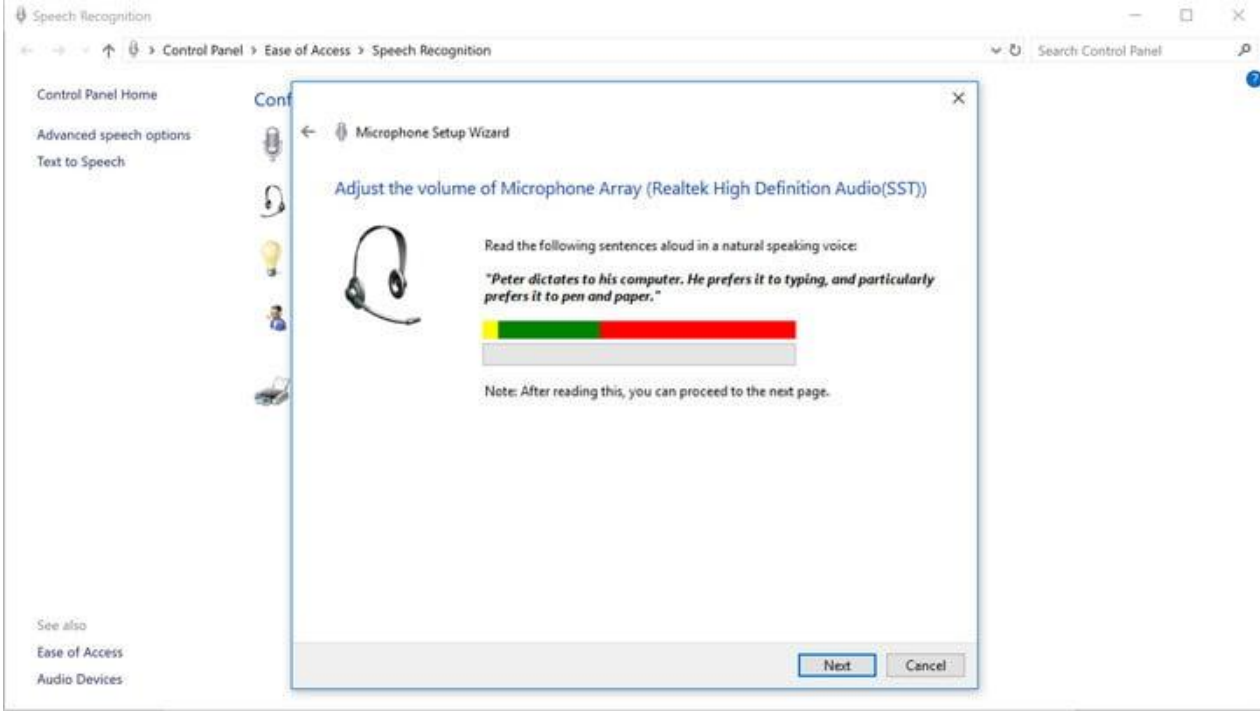
Figure 3.6: Speech to text

Figure 3.7: Recognising speech

3.1.4 VIRTUAL AND AUGMENTED LEARNING EXPERIENCES

Computer generated Reality and Augmented Reality have come as s huge lift to online training. Because of VR and AR students can really get a vivid learning experience without moving their legs an unreasonable measure of . On the off chance that you need to find out about space questions just by running a 3D space video on your VR headgear, you can coast in space while a foundation voice keeps portraying you the Milky Way in detail. Thus, ongoing telecom of basic careful tasks permits clinical understudies to discover through a progressively vivid encounter.

Figure 3.8: Virtual Reality

3.1.5 3D PRINTING

3D printing, which is otherwise called prototyping, permits understudies to learn with a progressively unmistakable and physical experience. An understudy can without much of a stretch shape his concept of an item due to 3D printers. Understudies can offer shape to their creative mind utilizing 3D printing without any problem. Be it any association, 3D printers will just assistance understudies to discharge their inventive thoughts and have progressively down to earth encounters.
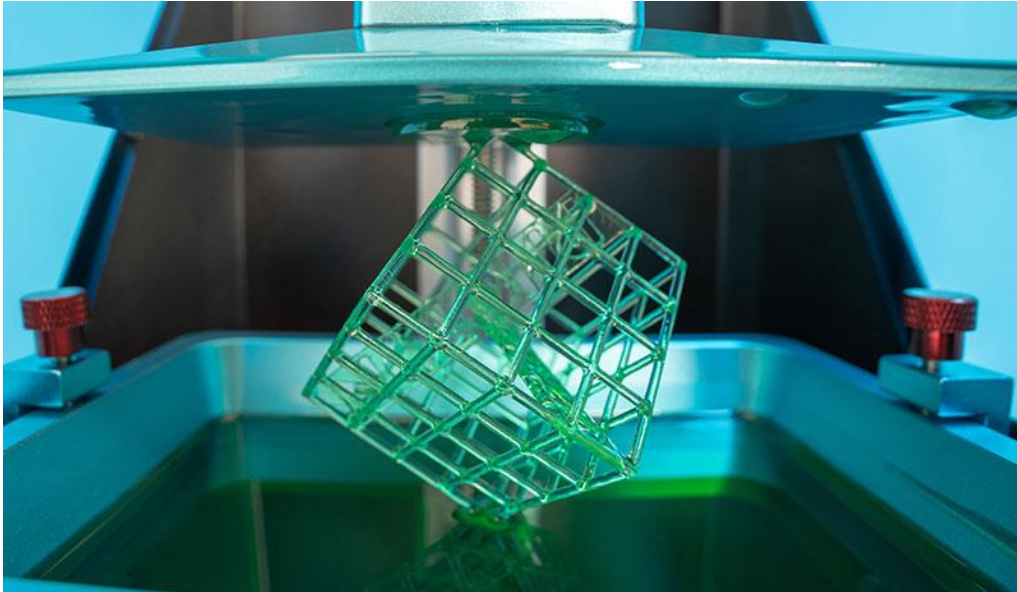
Figure 3.9: Using 3d printers to make creative designs

3.1.6 LEARNING ANALYTICS

Because of the speeding up of the cutting edge acknowledgment of the meeting or instructional exercise framework, learning information is progressively getting critical to impact choices and settle on dynamic methods simpler. The colossal volume of instruction data and information bring forth learning investigation, since it is progressively essential to survey and assess understudy commitment, footing, and learning yield. Sooner rather than later, we will see learning examination cautioning instructors about specific issues, notice understudies about cutoff times and their advancement, and so forth. With time, the learning frameworks will prepare of the training that is transmitted by educators and rehearsed by the understudies. Learning examination will support student commitment in training very anything .

Figure 3.10: Learning Analytics

3.1.7 FINAL WORD

These 6 cutting edge approaches have changed the entire customary way to deal with training. In basic words, innovation has furnished instructors and students with a substitution and upgraded method of connecting during the preparation procedure. Innovation significantly affects the present youth.
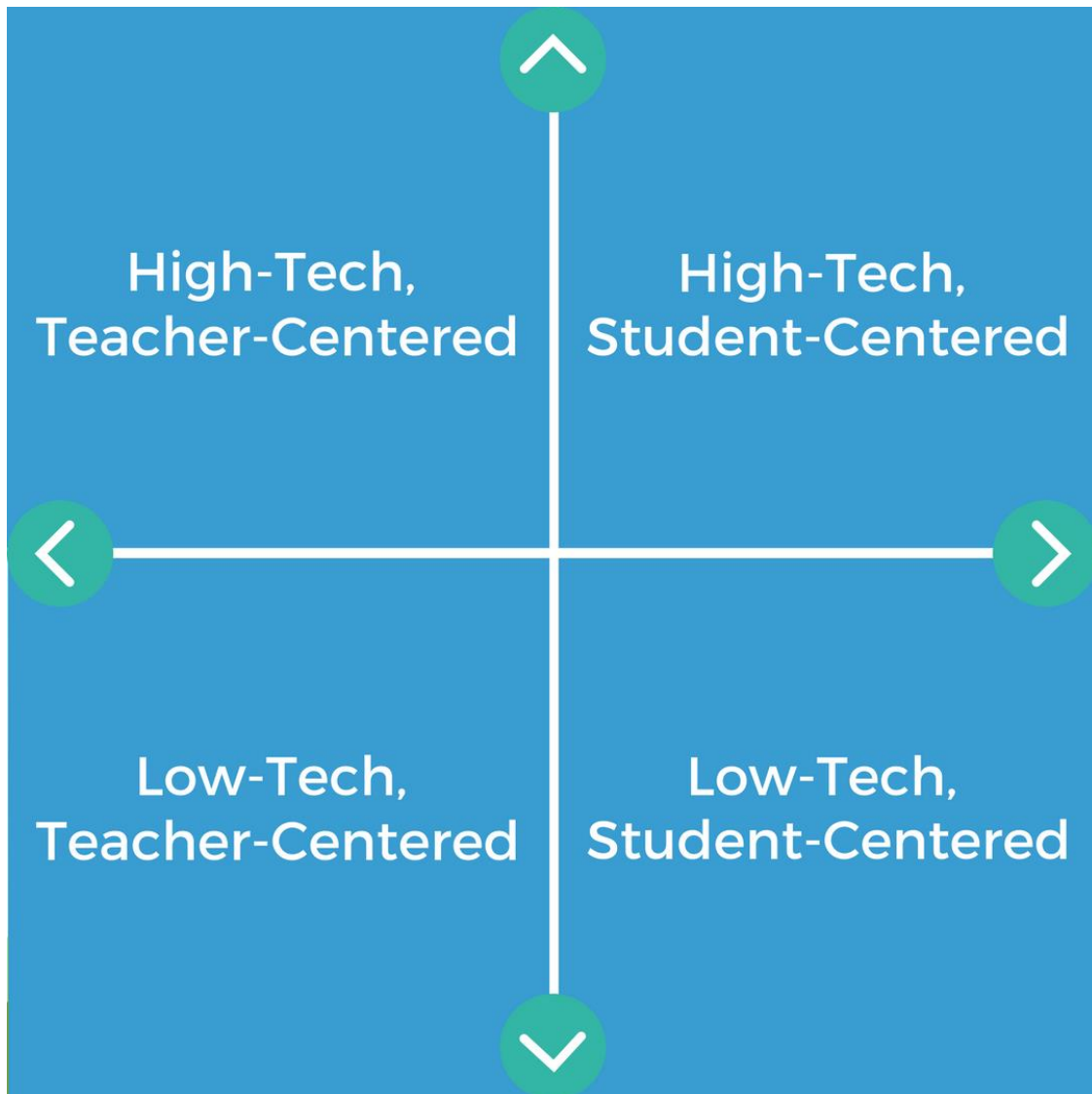
Figure 3.11: Centered education technology

CHAPTER 4

COMPETITORS IN THE E-LEARNING MARKET

The online education market in India is highly impacted by the emergence of cloud computing. The cloud technology enables eLearning companies in India to save a lot of information, content, and information on one particular platform. The saving of data makes simpler for clients and suppliers to manage, obtain, process and get to data from anyplace possible. Another major eLearning market trends is that the growing social status of massive information and learning examination. The net worth of the e-learning market in India is said to be worth over $1.8 billion by 2022. The e-learning technology helps online course providers in measuring the learner's preferences and behaviours that helps them in obtaining actionable intelligence to enhance course designs. Thus, rising awareness of analytics will push growth within the online education market in India. With the rising demand of prospective learners trying to find alternative education sources, the country offers significant opportunities for eLearning companies in India, offering products or services supported digital platforms.
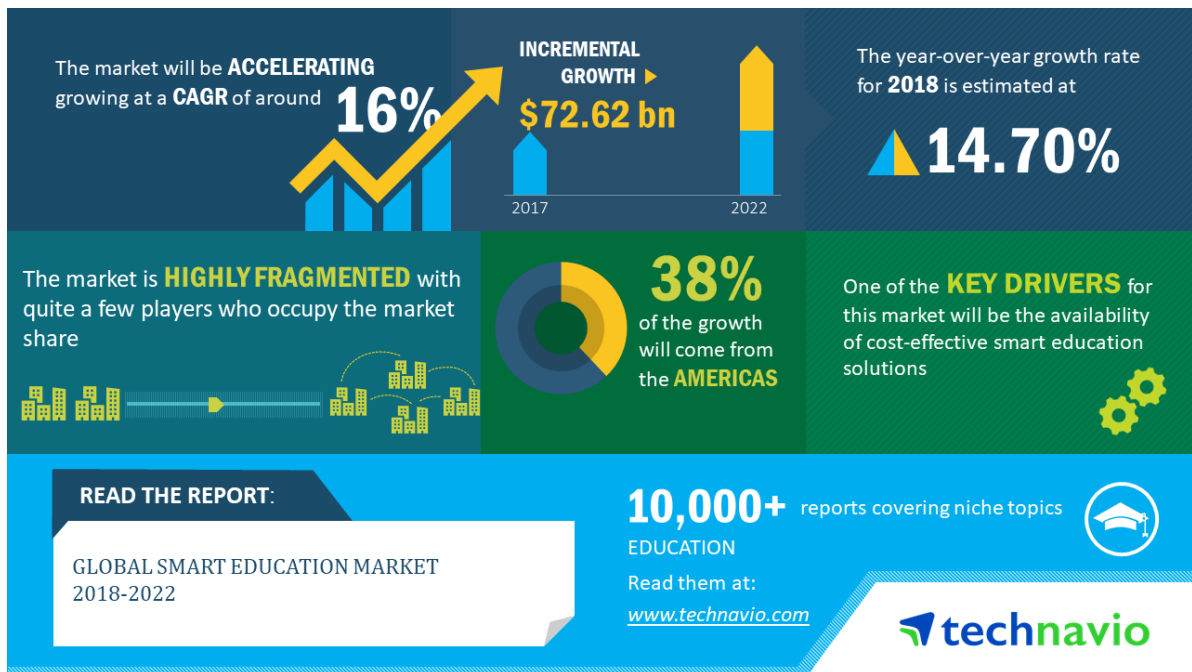
Figure 4.1: The Global Smart Education Market

4.1 TOP 10 E-LEARNING COMPANIES IN INDIA

4.1.1 BYJU's

BYJU's is one among the highest eLearning companies in India which is headquartered in Bangalore, India. BYJU's boasts to receive first investment in Asia from the Chan Zuckerberg Initiative. This educational technology and online tutoring firm has made a K12 learning cell phone application that gives profoundly viable, versatile, and interesting learning programs. These programs not only serve school students but also train students for various competitive exams such as IIT-JEE, CAT, GRE, IAS and many more.
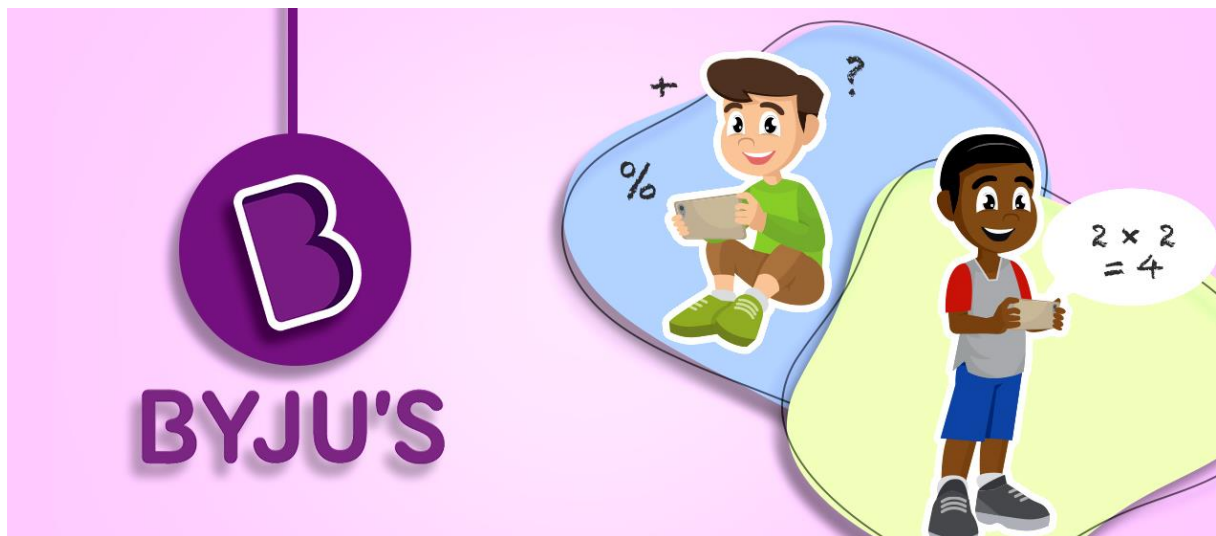
Figure 4.2: Byju's logo

4.1.2 DEXLER EDUCATION

With it's headquarters in Bangalore, the Dexler Education was founded in 2001. It gives modified, industry-based instruction answers for corporate learning, talent management, and enhanced user adoption. The organization mostly deals with the digitalization of education and consulting. Their competencies dwell fields like ecosystem, technical, technological, and language. With its innovative learning solutions for the learners and organizations the corporate successfully ranks among the highest eLearning companies in India.

Figure 4.3: The Dexler Education

4.1.3 EDUCOMP SOLUTIONS

Educomp Solutions, established in 1994 may be a Gurgaon, India based company. Educomp Solutions strives to exchange the normal way of learning with the smarter way. Ranking among the simplest eLearning companies in India, Educomp is successfully empowered over 30 million learners across 65,000 schools in 20 years . The company deals in four segments which incorporates Higher Learning Solutions (HLS), School Learning Solutions (SLS), K-12 Schools, and Online, Supplemental and Global business (OSG). By producing and making the simplest use of digital products and online solutions, the corporate has revolutionized the whole Indian online education market.

Figure 4.4: The Educomp Smartclasses

4.1.4 IGNOU

IGNOU which is a shortened form of Indira Gandhi National Open University, was set up in 1985 with around 67 focuses the nation over. IGNOU cases to be the biggest college on the planet with dynamic enlistment of more than 4 million understudies and henceforth without a doubt positions among the best eLearning organizations in India. The college is travel by the focal legislature of India, with the fundamental point of serving the Indian populace by methods for separation and open training, giving instruction chances to all fragments of society. With the rising interest of online training market in India the college is also embracing most recent strategies to bestow instruction.

Figure 4.5: The IGNOU university

4.1,5 NIIT

NIIT is another company standing strong among the highest eLearning companies in India, which was founded in 1981 as National Institute of data Technology. It gives solutions to institutions regarding managemrent and training delivery. The company expertise in three main domains of companies which incorporates Corporate Learning Group (CLG), Skills and Careers Group (SNC), and faculty Learning Group (SLG). NIIT absorbed alot of merchandising and promotional strategies for the Indian market including the Computerdrom. The company launched another initiative called

Bhavishya Jyoti Scholarships program, in 1991, aimed to enhance skills and employability quotient of deserving and socially challenged students.

Figure 4.6: NIIT Technologies

4.1.6 EDUKART

Edukart also lists among the highest eLearning companies in India. Edukart, started in 2011, gives students an interface to enroll into from around 2000 courses in degree, confirmation, endorsement, entrance training and K12 classes. The organization through different accreditation programs, enables understudies and experts to improve their abilities.EduKart is a web entrance coaching site that gives solution to the issues of all education seekers.

Figure 4.7: The Edukart logo

4.1.7 SIMPLILEARN

Simplilearn, settled in San Francisco , California and Bangalore, India is reaching new heights within the online education market in India. Simplilearn is one among the main expert confirmation organization and successfully ranks among the simplest eLearning companies in India. It provides

online professional courses in disciplines like Cyber Security, Cloud Computing, Project Management, Digital Marketing, and Data Science.

Figure 4.8: Simplilearn

4.1.8 ZEUS LEARNING

Zeus Learning which is headquartered in Mumbai, is ranked ninth in the list of top e-learning companies in India. It focuses on the improvement of HTML5-based Interactive Learning Assets, Mobile applications, innovation arrangements Software Simulation Training, and Content-rich Courseware and Learning Experiences structured utilizing the most current patterns for the on the web and technical world. The commerce of transmitting content online is gradually becoming its strong suit.

Figure 4.9: Zeus Learning

4.1.9 MERITNATION

Meritnation is an Edu tech startup, which may be a division of Applect Learning Systems situated in Delhi. Meritnation is an online entrance that obliges the adapting needs of understudies in school. The company has merged latest education technologies such as live video lectures and interactive recorded videos to pass on the best knowledge to the students. By conducting regular tests and giving time-bound assignments, it also checks the preparedness of scholars for exams.

Figure 4.10: Meritnation logo

4.1.10 EXCELSOFT

Excelsoft, founded in 2000, also ranks among the simplest eLearning companies in India.Excelsoft offers esteem included items and administrations inside the eLearning space which incorporates k12, training , instructive distributers, corporate learning, and test and appraisal. The utilizations of the corporate incorporate the SARAS Virtual Learning Environment, involving a Learning Management

System and an Assessment Management System. They additionally offer SARAS Learning Spaces – an eLearning gateway that use Web 2.0 advancements to advertise casual learning.

Figure 4.11: Excelsoft logo

CHAPTER 5
STATISTICS
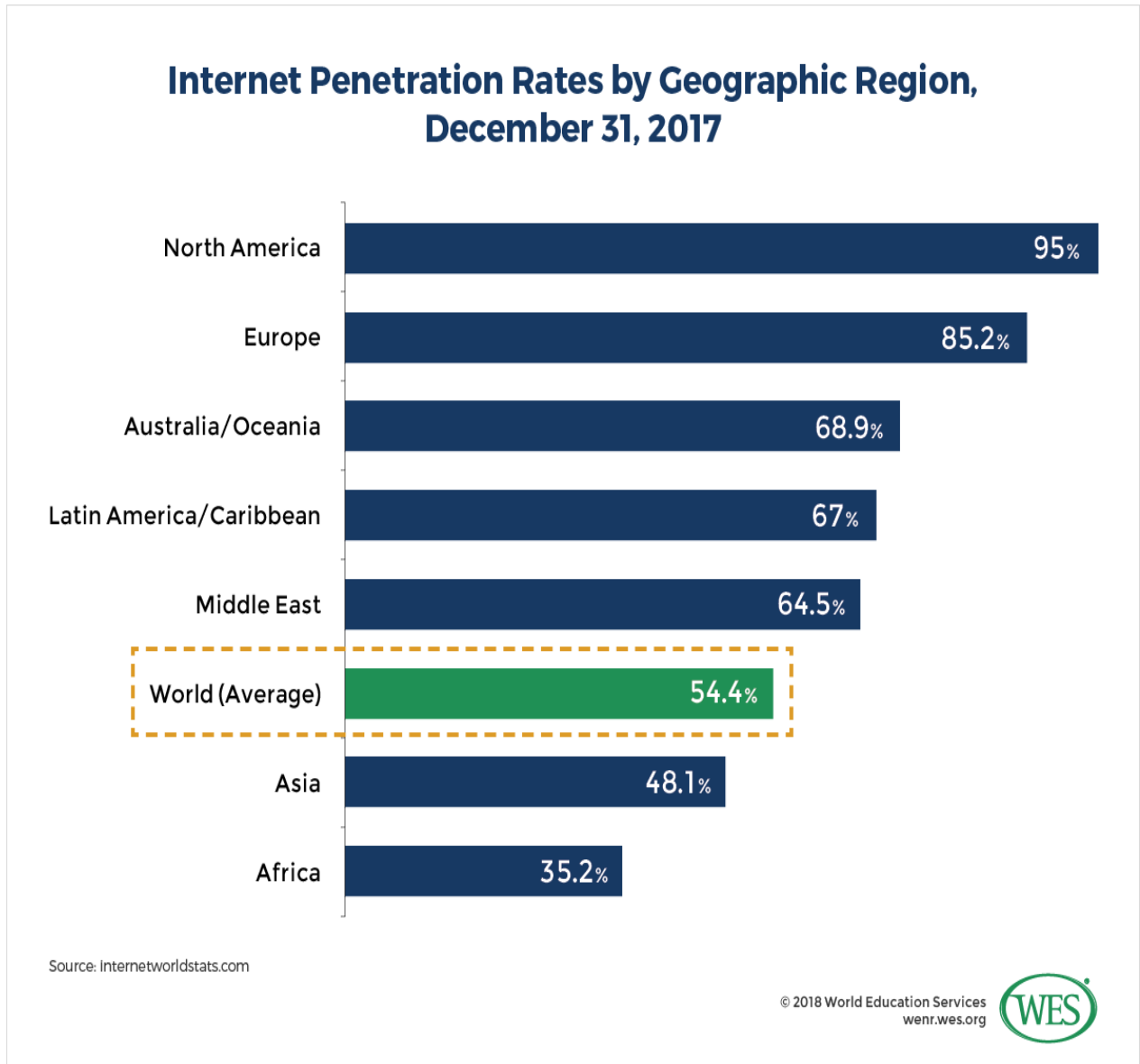
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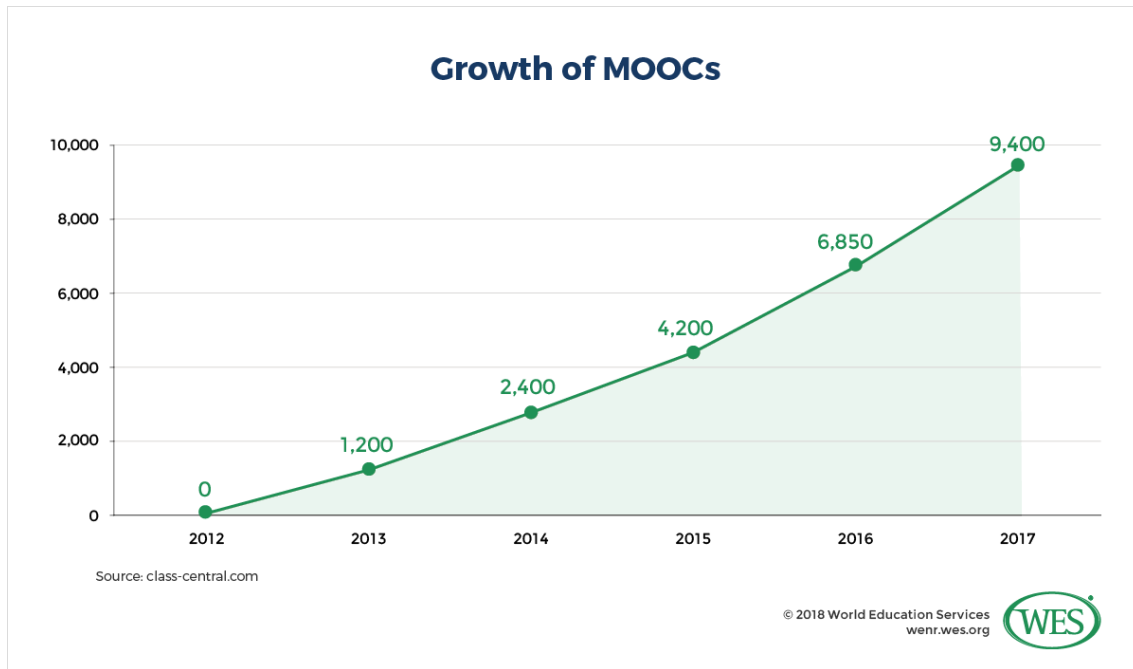
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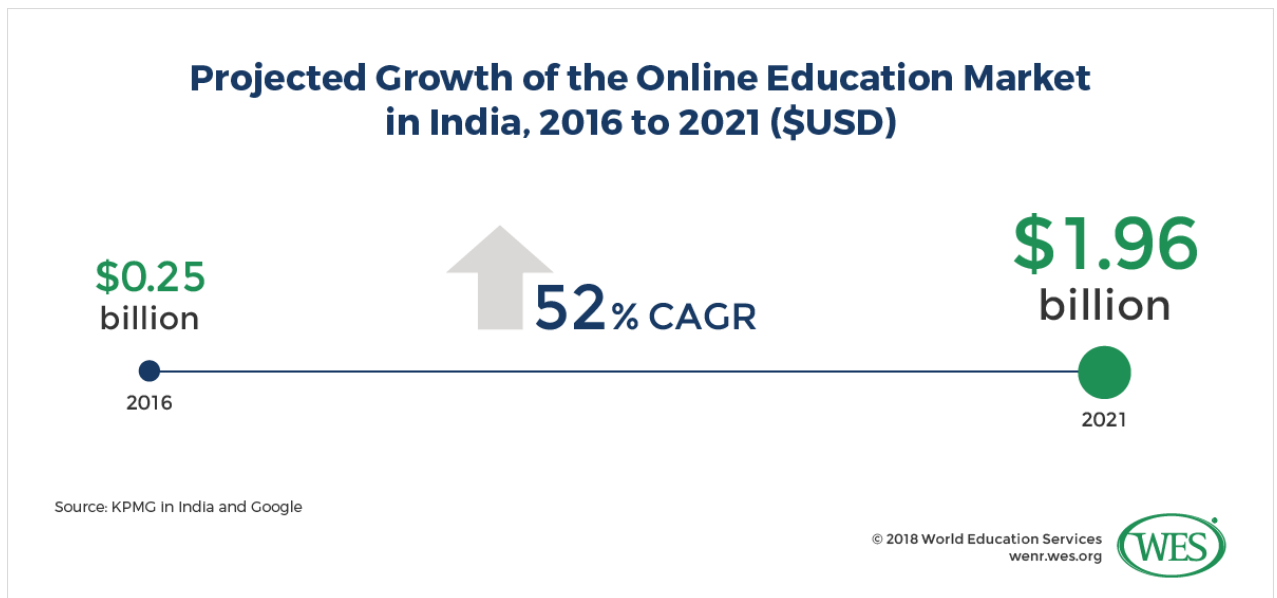
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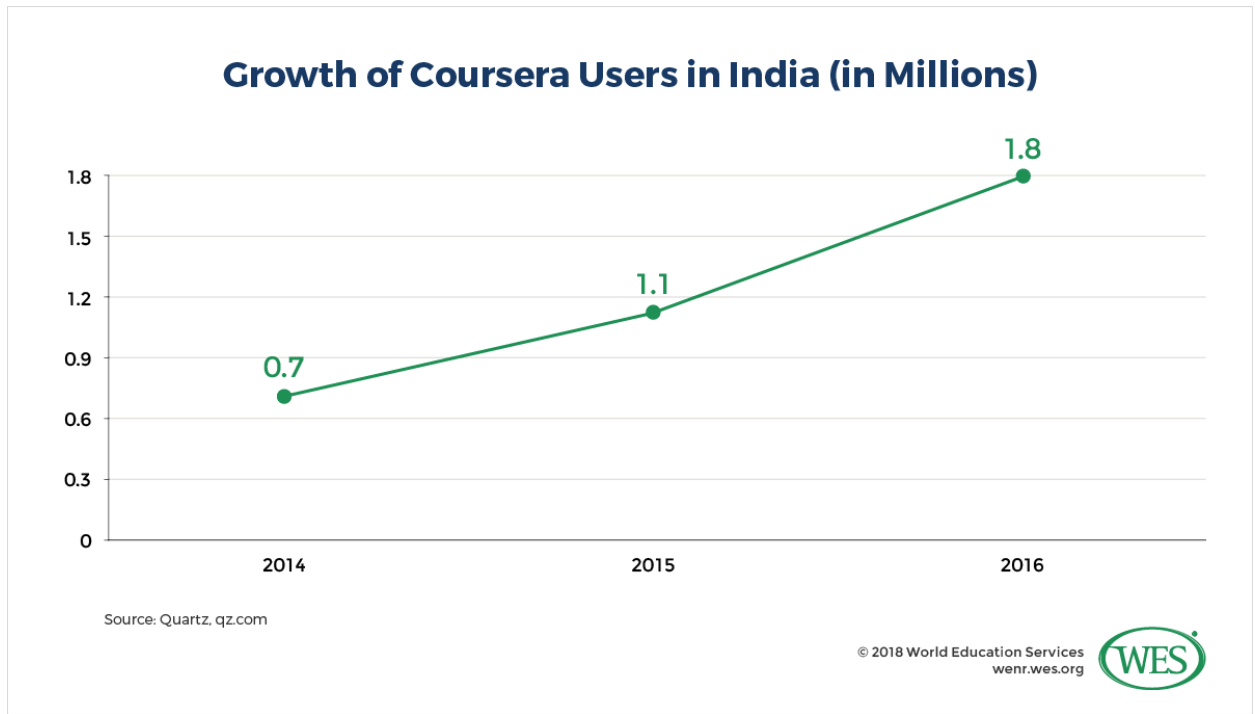
Figure 5.4: The growth of elearning users in India

CHAPTER 6
FUTURE OF EDUCATION TECHNOLOGY

Understudies inside the study halls of tomorrow can envision to working with energizing assets, as mechanical units that instructors need to show coding with. Likewise, educators have become fatigued of conventional state sanctioned testing systems. Presently, advanced testing is developing as an enabling asset that grants instructors to follow understudy execution and measure learning improvement after some time. Moreover, foundations can use (AI) to create tweaked understudy learning arrangements bolstered test results.

Another new idea that is ascending in training is publicly supported mentoring. This contestant practice, additionally called smaller scale mentoring, is in its underlying stages. Care and conduct assist will with being basic to guarantee understudies' prosperity. Mechanical developments likewise guarantee to help instructors improve learning results for school kids with Autism Spectrum Disorders (ASD). Innovation is popular to upgrade learning results and guarantee everybody can get top quality instruction.

Figure 6.1: The abstract of the future of education

6.1 THE GROWING NEED FOR ATTENTIVENESS IN EDUCATION

There is a major requirement for care and wellbeing rehearses in study halls. Individuals need equalization and assets to enable them to succeed. We will see more assets and instruction committed to helping children and individuals deal with themselves. Utilizing innovation to offset inventiveness with deduction will furnish understudies with basic social, cerebral and scholarly help. Training in health and chances to discover contemplation, yoga and center strategies will increase the value of the new ages.
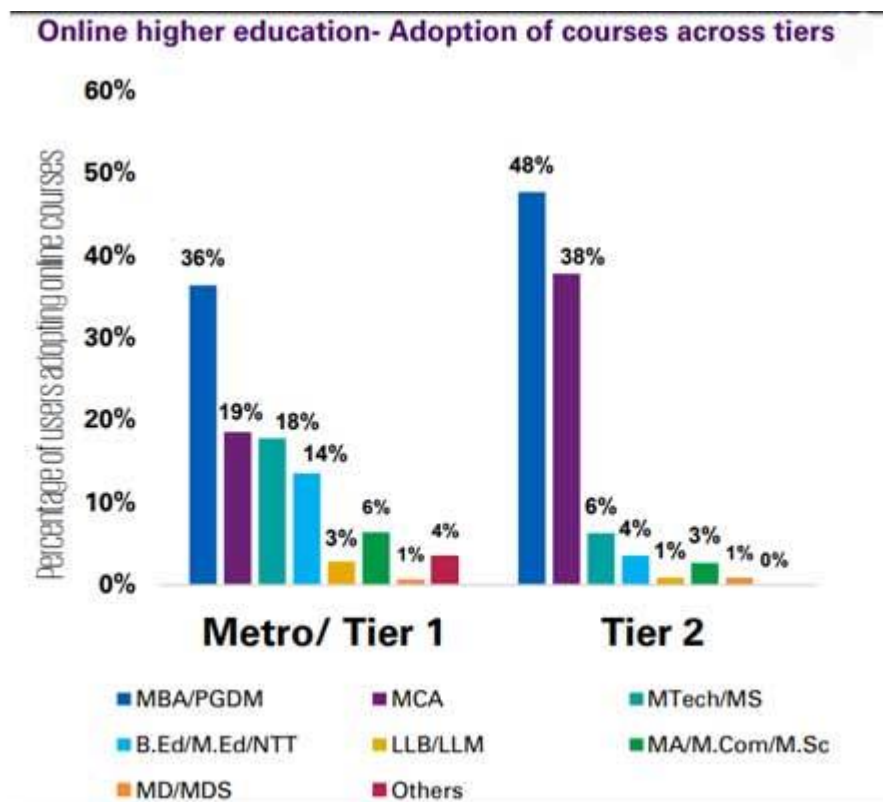
Figure 6.2: Percentage of users adopting online courses

An integral part of the role of teachers is building a sustainable relationship with students. Educators assume on the liability of giving direction and guaranteeing that understudies have a protected spot to learn.

In today's ever changing and adapting world, more teachers have realized that it is necessary to know that any student may have personal problems and issues that may or may not interfere with learning

and their well being. Showing mental state in schools and in this way the workforce are frequently amazingly significant. Resultantly, there's a developing development to rehearse care inside the homeroom and consider the surface impacts which will influence understudy conduct.

Instructors practice care by giving intentional, non-critical consideration with true sympathy. For some instructors, the ability to rehearse care with understudies must beginning with self-care. By dealing with themselves, instructors are better prepared to gracefully the present understudies with the eye that they have .

Care preparing assists instructors with building up an away from of understudies' decisions, impacts, and language and furthermore shows self-care. With this preparation, instructors are better prepared to sustain a protected and strong learning condition for understudies.

Implementing innovation in the study hall isn't new. However, technology within the classroom is relatively new. As the years are going by, rising firms will be delivering exciting new sources for learning. While it's direction is hazy, ed-tech is supposed to be a very promising field that is in it's infant stage.

Presumably, all training will in any case be significant and vital. Understudies and others will got the chance to at present adjust to innovation, despite everything need to discover , and still remain spurred in their own self-improvement.

6.2 CHALLENGES

These are the challenges faced by education technology nowadays:

- 75.9% — Budget limits
- 53.9% — Inadequate expert preparing
- 41.4% — Teachers impervious to change
- 38.2% — Inadequate system foundation
- 30.9% — Unreliable gadget/programming choices
- 29.6% — No frameworks to utilize innovation for educational plan
- 17.8% — Other
- 13.2% — District doesn't see quick requirement for more innovation

Figure 6.3: The challenges in the way of online education

Instructive foundations are newbies if innovation must be presented inside the most essential room of an understudy's life 'The Classrooms'. Things are not occurring just as they should. There comes huge amounts of difficulties once we endeavor to blend innovation in study halls. Instructors attempt to grasp the use of innovation yet aren't prepared to utilize it viably.

Some more challenges faced in online learning are:

6.2.1 EQUITY

Due to BYOD i.e. Bring Your Own Device procedures and arrangements, there is a dread of computerized isolate between the understudies. Advanced partition implies the contrasts between families that are outfitted with internet providers and the individuals who don't have any availability to the web.

Figure 6.4: The BYOD model

6.2.2 FUNDING

Subsidizing is yet one more test being looked by the varsity while coordinating innovation. For the most part, innovation disbursal centered to the matter of running a school or a region takes need over the instructive uses that are vital to a 21st century training..

Figure 6.5: Funding

6.2.3 BANDWIDTH AND INFRASTRUCTURE

Techniques like one to in any event one activities, Bring Your Own Device, online assignments, and different activities that include innovation, requires transfer speed and framework than at any other time.

Figure 6.6: An abstract of infrastructure

6.2.4 COMMUNITY SUPPORT

It's extremely difficult to execute innovation in training when educators imagine that innovation in instruction will endanger their activity, guardians who review school before the day innovation has entered in the instruction.

Figure 6.7: Community is an important cog

6.2.5 CHANGING MINDSETS

One among the most significant difficulties looked by the varsity or the teachers is to remain focal point of the researchers inside the gaining from the gadget rather than on the gadget. Innovation specialists must discover how to learn different things from an instructor's perspective and will work intimately with teachers.

Figure 6.8: The growth mindset and fixed mindset

6.2.6 TRAINING AND SUPPORT FOR STAFF

PD for workers is generally disregarded or needs congruity. Helping educators and tech staff to find out the great intensity of innovation might be a significant errand. PD is amazingly much required, learning new techniques to teaching method needs steady PD and proceeding with help from authorities who know the homeroom. To make the varsity staff comprehend the successful utilization of innovation for instructing and learning, progression is required, which is kind of trying for schools.

Figure 6.9: All integral parts

6.2.7 CRACKED LEADERSHIP

Absence of vision from pioneers and breaking down and partition are the primary issues. In any case, tech pioneers are progressively being consolidated into top-level administration, it's as yet a gigantic

undertaking to safeguard that everyone plunk down together and figure plan by which innovation can be utilized to help training.

Figure 6.10: Important qualities for proper leadership

6.2.8 SECURITY

In spite of the fact that huge amounts of tech pioneers think having simple open access of the advanced apparatuses in schools to all or any clients, they need to make an equalization since it is

additionally basic to develop the lawful necessities and keep understudies sheltered and secure, and shield their advances from infections, programmers, and breaks.

Figure 6.11: Security is a must when considering online education

6.2.9 TECHNICAL CHALLENGES

A fast utilization of educator and understudy possessed cell phones inside the varsity arranges additionally as requirement for online evaluations have improved the complexities. Specialized difficulties additionally incorporate that when buying choices are made by the clients or they need took in the manner to work a particular apparatus, the innovation might be obsolete.
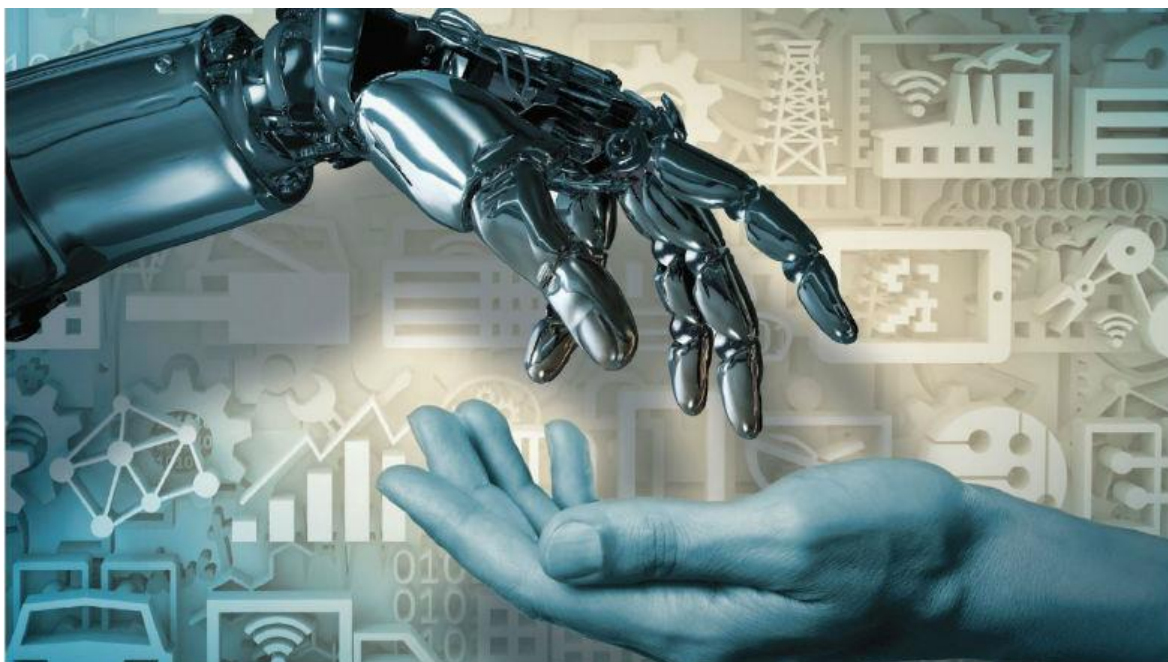

Figure 6.12: Technology as part of the human world

6.2.10 HIGH-STAKES TESTING

With testing method getting to on the web, alert esteemed tech assets would be occupied from educating to appraisal.
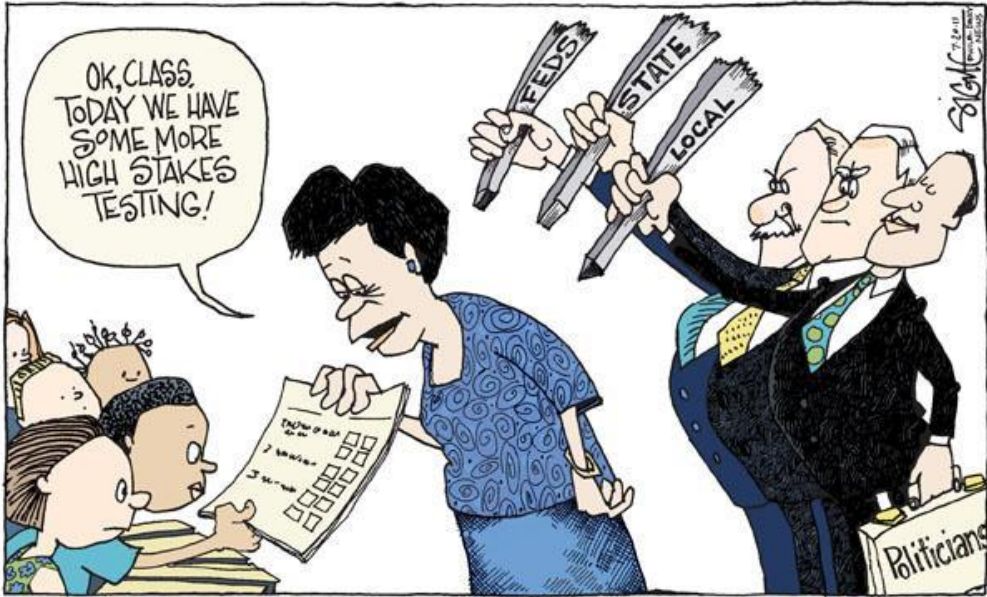
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Figure 6.13: High stakes testing is imperative

CHAPTER 7

ONLINE EDUCATION MARKET IN INDIA

Training now's unmistakably more than instructor address understudies. Online instruction has given a substitution method of figuring out how to build up an understudy's attitude past tutoring training. very 370 million clients are on web in India helping on the web instruction to develop at a speedy pace. E-learning market in India is evaluated at very 3 billion at the present .

Online training gives data to each field of instruction at wide choice . Byju, vedantu, edukart and loads of more start in India rising quick in Indian online instruction advertise.

Internet learning has helped the vast majority of the individuals in giving instruction in a few dialects of their decision. Enormous detached online courses mean at boundless commitment and open for all by means of the web to convey them the instruction through the different courses that are accessible on them.

ONLINE EDUCATION MARKET GROWTH

Category	Market size in 2016 ($mn)	Estimated market size in 2021($mn)	Compound annual growth rate (in %)	
Primary and secondary supplemental education	73	773	60	
Test preparation	43	515	64	
Reskilling and online certifications	93	463	38	
Higher education	33	184	41	
Language and casual learning	5	29	42	
Total online education market	247	1,964	52	

Sources: Online Education in India: 2021 by KPMG in India and Google

Figure 7.1: Online education in India

7.1 MARKET POTENTIAL

Numerous new advancement and fruitful start started inside the field of online training in most recent 3 years. reliable with Technavio's promoting research examiner forecast, online training market in India is developing at a CAGR of generally 19% by 2020.

1.3 million clients are from India out of 18 million enrolled students predictable with ongoing investigation of Coursera, the world's biggest online instruction supplier. Expanding enthusiasm for adaptable, profession significant online courses has come about during an impressive ascent in new enlistments in India of 70 percent in the course of recent months. According to the overview India is that the third biggest commercial center for web based learning after US and China.

Government Role Introduction of most recent government approaches has helped Indian online training business sector to have uplifting viewpoint in instruction industry. The Indian government is determined to making an arrangement of activity for the spread of advanced proficiency in India so as to build up the online training conveyance foundation. Computerized India Initiative with a drawn out vision to gracefully quality and innovatively helped training to all or any offers a genuine help being developed of online instruction in India. This activity means to flexibly top quality help of web the nation over at reasonable cost for development of online training in India. In addition to this, the govt. Is also asking large companies like Qualcomm and Reliance to use new technologies in the education sector for the betterment of the Indian Education System.
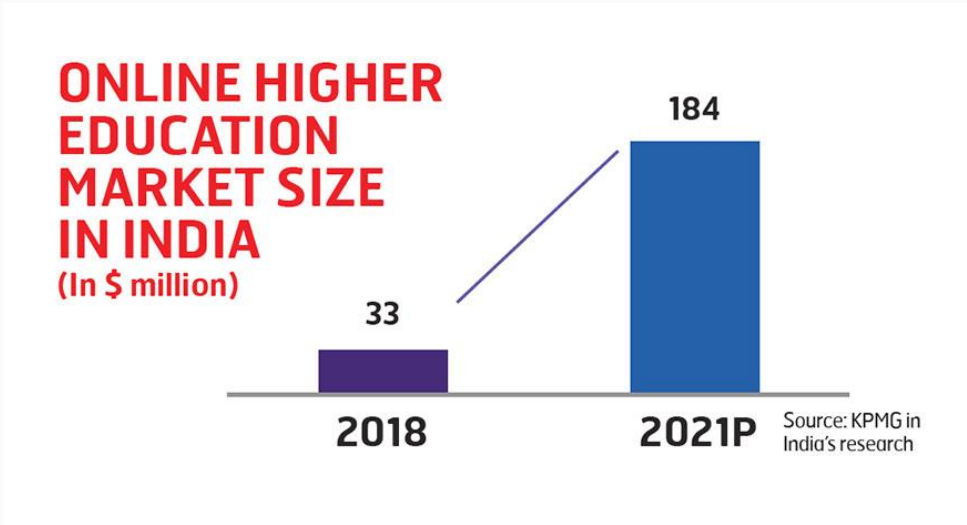
Figure 7.2: The online higher education market in India

7.2 RECENT INVESTMENTS

- Chan Zuckerberg put US$ 50 million in Byju's, an instruction innovation fire up giving on the web training in India.
- Bertelsmann India puts $8.2 million in Eruditus.

Figure 7.3: $50 million funding from Mark Zuckerberg

Neev Knowledge Management Pvt. Constrained, offered on the web and homeroom based certification directions under the name EduPristine, and have embellished around US$ 10 million from Kaizen Management Advisors and DeVry Inc.
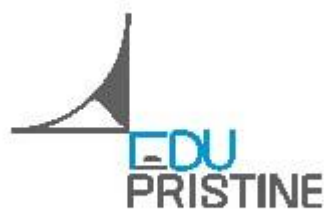
Figure 7.4: Edu pristine from Neev Knowledge

- LiDO Learning itself raised around $7.5 million from Paytm.

Figure 7.5: Funding from Paytm

Tata Trusts of the Tata bunch has gone into organization with online free learning entryway, Khan Academy, and looks for chance to utilize innovation as a medium to flexibly free instruction to everybody, anyplace in India.
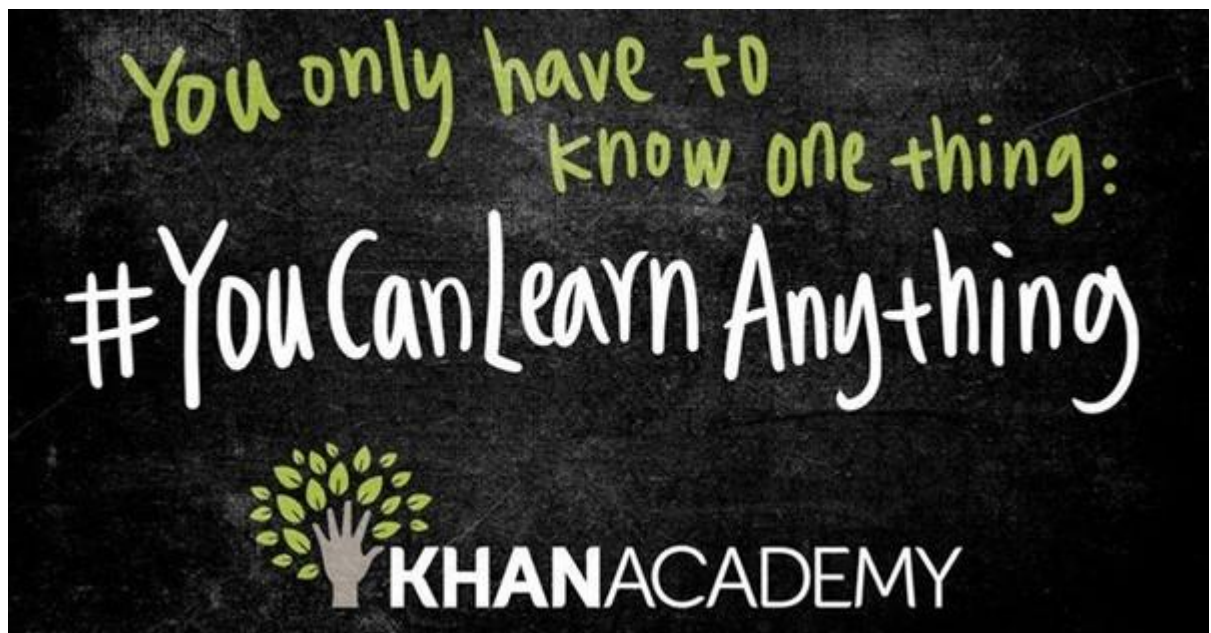
Figure 7.6: Khan Academy

Figure 7.7: Ratan Tata and the CEO of Khan Academy

The CEO and Co author of next training India said that the overall e-learning market was at over USD 165 million out of 2015 and is relied upon to develop at over 5% from 2016 to 2023, outperforming USD 240 million. The insights plainly demonstrate the development that this segment has been encountering, and this pattern is anticipated to proceed. The report likewise says that the e-learning market in the Asian Pacific locale is going to show the most perfect development in the time.

Figure 7.8: Next education

Similarly as in different pieces of the planet , innovation has made enormous advances in India as well, and today everything is out there at the dash of a catch. With workstations and tablets now available to everybody, web based learning is getting on during a major way. . Other than being minimal effort, online courses are regularly settled on whenever and anyplace, and fit well into the bustling timetable of 21st century natives. Online study halls additionally encourage customized learning. As opposed to which, the conventional homerooms don't concentrate on the individual adapting needs of the understudies. Advanced calculations including on the web exercises by material specialists can make learning more straightforward . With various huge open online courses (MOOCs) accessible on a decent kind of subjects, training is really getting vote based.

Another side of this sort of learning technique is that the understudies drop out halfway because of the absence of cooperation during the course. During a conventional study hall, understudies can move toward the educators whenever to explain their questions. Notwithstanding, this is regularly not the situation with every single online course. Consequently, we see coordinated realizing, where understudies and educators are online at a proportionate time and associate progressively, turning out to be as well known as or even much more mainstream than nonconcurrent realizing, where understudies and instructors aren't associated continuously.
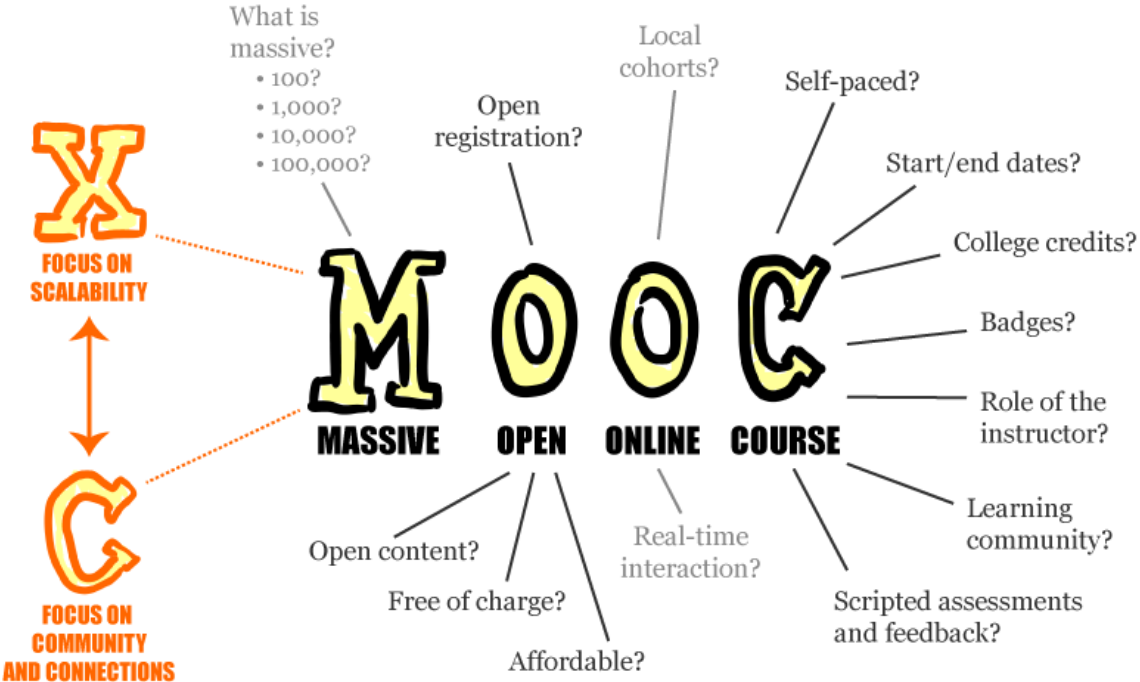
Figure 7.9: The MOOCs have become very popular in the current decade

Online instruction is at an accelerative slope and numerous establishments are endeavoring to locate online training framework. Pattern is reliably moving towards online training. Online instruction is less expensive and understudies likewise can seek after online courses while working. Confirmed establishments and government administer bodies like AICTE are helping in decrease of artificial online courses.

Loads of understudies are originating from nations like Indonesia, Bhutan and Nigeria to audit in India on account of inaccessibility of sufficient training. Significant expense of making a trip stops guardians to venture out to establishment which makes less fulfillment yet the most straightforward part for them is presently everything is online to gracefully guarantee with respect to organization. Online Education is moreover useful for in reverse and rustic territories families who can't spend enough for typical courses.

CHAPTER 8

FUTURE TRENDS OF E-LEARNING MARKET IN INDIA

According to OCED(economic survey of Organization for Economic Co-operation and Development), 30% of Indians between 15 and 29 years aged are neither enrolled in education or skill training nor in employment. This indicates that the normal education system is unaffordable which is leading to low enrollment. Besides, the companies are looking for skilled workforce and not just manpower, thereby pushing the job aspirants to look for other resources such as MOOCs. This emergence in the requirement for online education has urged the top eLearning companies in India to take over latest technologies and directions to impart the course material to the students.

Increased penetration of internet and smartphones in India is another major factor which is driving growth within the online education market in India. High penetration has created huge consumer base for eLearning companies in India to accumulate and monetize the chance . The country offers significant opportunities to the tutorial content development companies in India by offering products or services supported digital platforms. Taking the example of the Bangalore-based BYJU's, an EdTech company, who launched its mobile app in 2015 that has been downloaded by roughly about 6 million users across the country. Therefore, it is often concluded that the longer term of eLearning in India is impressive and promising for eLearning companies in India.
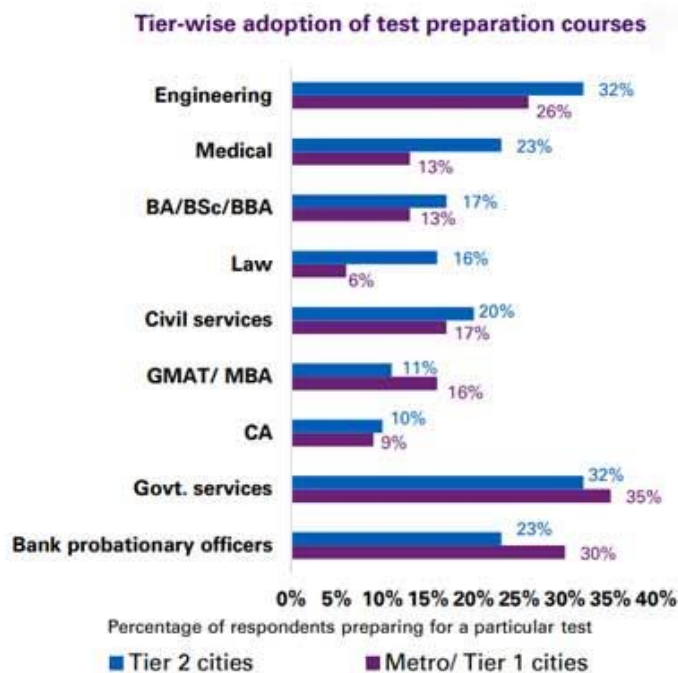
Figure 8.1: Online education trend in india

CHAPTER 9

FOUNDER'S STORY: SAHIL SHETH

Figure 9.1: The founder and CEO of LiDO Learning

Sahil Sheth, the Founder of Lido Learning has been in the edtech business throughout the previous 8 years. His first organization Infinite Student concentrated on disturbing the self-managed reading material market by helping understudies get to video exercises mapped to their educational program by means of a portable application.

The start up was nonheritable by Byju's in 2015, where he was the Vice President of the company for a duration of 2 years. When he was at Byju's he analyzed the fact that kids learned more through

videos that went at their own pace, not predetermined by anyone else, and also that they liked socializing in the class.

He went through a month in China, seeing how the whole mentoring market had moved online in the nation. He perceived the amount progressively helpful and more secure it was, particularly for more youthful children, and how guardians could genuinely comprehend their's kid learning ability through cutting edge investigation. He comprehended that learning could be improved by following understudies' presentation and utilizing intuitive mediums. In this manner, the idea for Lido Learning was conceived – to disturb the live class coaching market by empowering understudies to append with mentors from the solace of their home, by means of a tablet application.

LiDO Learning was established in April 2019 with it's present home office in Mumbai. The present group has more than 800 individuals, and is quickly developing, with workplaces in Mumbai, Bengaluru, Delhi NCR, Lucknow and Indore. 23 days in building, web infiltration had expanded significantly in the course of the most recent couple of years, however most early clients didn't have a web that was sufficiently able to lead online classes. The understudies encountered a great deal of network issues toward the beginning. In this way, Lido moved to a model where it gave the equipment and along these lines the web association with ensure continuous assistance. Subsequent to building the stage in a record 23 days,trials with understudies in Delhi and Mumbai were finished.
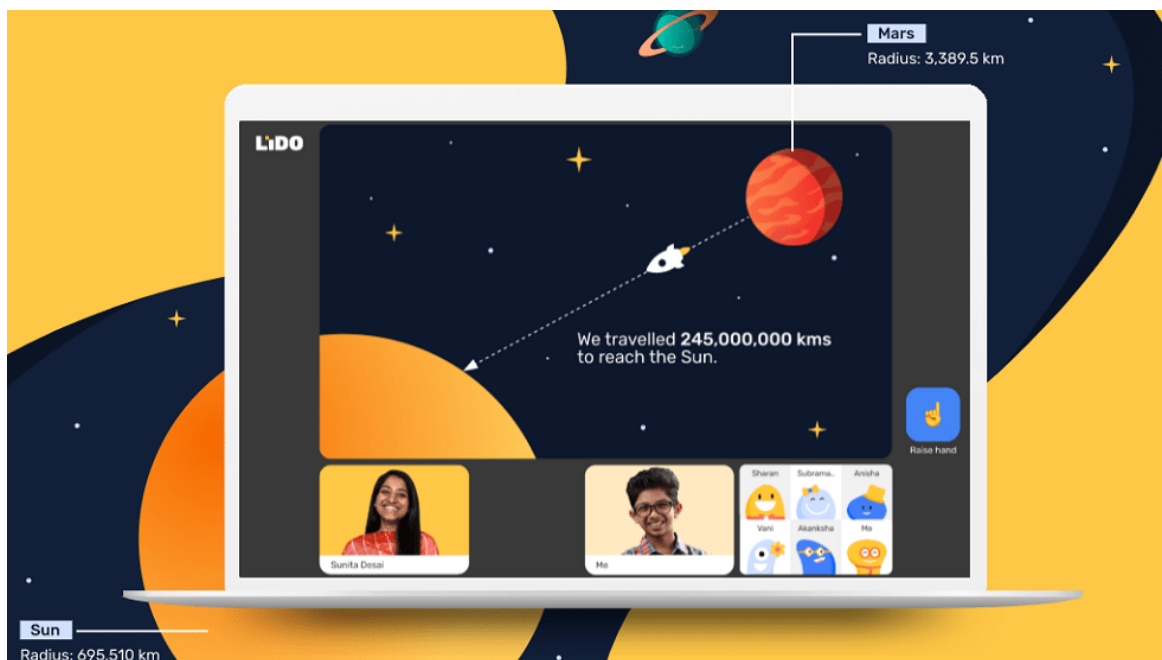

Figure 9.2: The interface of Lido product

The CEO says it was tied in with making educational cost classes helpful any longer, however it was tied in with democratizing training for all. The principal clients were anxious of web based learning, and were sending their children to customary educational costs. The understudies were perusing the texture more than multiple times , which wasn't assisting with their drawn out information maintenance.

9.1 THE MODEL

One of the most significant incentives of Lido Learning is that it offers live instructional exercises with customized consideration for each understudy, and consequently the educator understudy proportion is 1:6. The normal homeroom size in India is 55 understudies which implies that understudies don't get the customized consideration that they need with regards to question understanding, training and coaching. Lido's little gathering group guarantees each understudy includes an educator mentor as a piece of an instantaneous network . Everyone has their own strengths as well as weaknesses, even the students.Indeed, even with additional educational cost, the center issue continues as before – coaches show how to tackle issues and make schoolwork and evaluations that are the equivalent for understudies over all clusters, without offering custom fitted practice to understudies. Lido's foundation tracks understudies' exhibition from the beginning to the top by customizing their learning venture all together that there's additional represent considerable authority in their frail regions. Sahil says however the current e-learning applications and stages do plan to fix the common issues inside the instruction business, no one spotlights on offering a whole arrangement that has question fathoming and customized consideration.
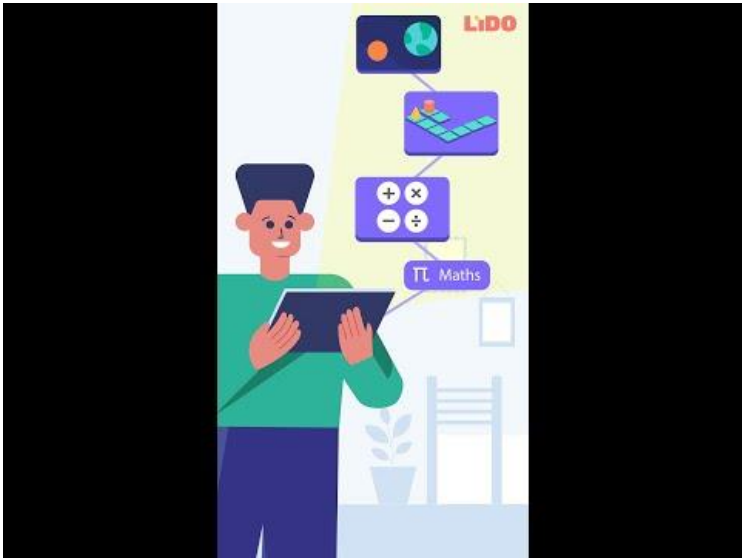

Figure 9.3: The interface of Lido product

At the present time, the LiDO offers math and science instructional exercises to understudies of complexity V to Class X. Guardians pay a membership expense for their children to go to little gathering classes, which has one educator for up to six understudies. It additionally offers self-managed disconnected substance like recordings, tests, and games so they can keep on rehearsing what they realize in class. Right now, the startup has in excess of 2,000 clients as per its originator. With $3 million in subsidizing so far , Lido Learning is currently at its Series A development stage, with speculations from any semblance of Unilazer Ventures, Ronnie Screwvala, Ananth Narayanan, Arihant Patni, and Anupam Mittal to give some examples.

The organisation has launched classes for the english subject as well but right now these are just trial classes. Regular classes are set out to start from June positively. It will likewise begin to offer classes for the K12 section, and grow to different state sheets. Starting at now, Lido Learning covers Class V to Class VIII for ICSE and CBSE sheets. The bigger picture at Lido is to take a framework that is marks-driven and move it toward one driven by learning, by encouraging 21st-century abilities like diagnostic reasoning, basic thinking, correspondence, coordinated effort, inventiveness. The objective is to assist understudies with exceeding expectations both all through school, yet additionally wipe out the stagnation of twentieth century themes.
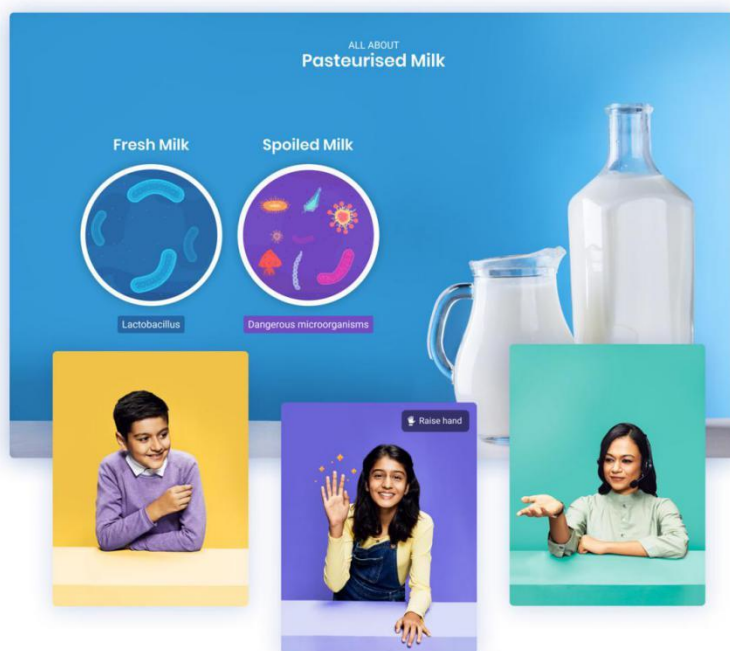

Figure 9.4: The interface of Lido product

CHAPTER 10

MY EXPERIENCE IN THE COMPANY

In the brief time I have spent in the company, I went through a training phase during which I was taught how to schedule meetings with clients over the phone and also the conduction of the session. The first 7 days of the internship were purely theoretical based training during which we were told about our pitch on the phone call and also the various illustrations to be used while conducting sessions. The next week consisted of practical training to come out of which we had to make one sale on our sessions. I had the priveledge of working under Mr. Jatin Sharma who is the most enigmatic and data oriented manager I could have ever imagined. Learned a lot from my training manager as well. During the training period various assignments were also given to us in order to learn about our job and the competition in the market as well.

We learned about the classes that our organization offers in it's courses and the various boards that we provide study materials on, namely CBSE and ICSE. All in all it was a very enriching experience.Also, in order to be successful as a Business Developement Associate, I was taught how to talk to people on the phone along with the convincing strategies used in the education sector. I also had to brush up my basics in mathematics and science in order to ace the illustrations that were used during the session we took with the children. My manager **Mr. Jatin Sharma,** along with my training manager Ms. Jyotmeen helped me throughout the way in order to make my first sale. I could see the changes in myself and my thinking process from day 1 itself.

Also as due to the COVID-19 pandemic the offices had to be shut down, a work from home model was developed in which instead of physical sessions, we were supposed to take virtual sessions through video calling. The entire experience has been full of pressure in the workplace but a lot of learning was done too.

CONCLUSION

Online instruction assumed significant job in creating Indian training industry generally speaking as far as money additionally as development. A large portion of the populace is on the web and gain some new useful knowledge ordinarily through it. Additionally, online instruction enables college kids to develop or hone their skills while in the comfort of their home without any charges. Trailblazers and speculators continued attempting to discover better open doors in online instruction since it might be a developing industry and have extent of progress in India.

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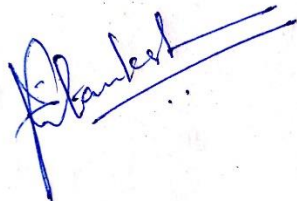
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I Mr. /Ms. __**Ritankshee**___-Roll No.__**161066**___ Branch__**ECE**_____
is doing my internship with ___**LiDO**_____ from ___**February 11'2020**_____ to ___**present date**____ .

As per procedure I have to submit my project report to the university related to my work that I have done during this internship.

I have compiled my project report. But due to COVID-19 situation my project mentor in the company is not able to sign my project report.

So I hereby declare that the project report is fully designed/developed by me and no part of the work is borrowed or purchased from any agency. And I'll produce a certificate/document of my internship completion with the company to TnP Cell whenever COVID-19 situation gets normal.

Signature_

Name __Ritankshee

Date __May 30'2020____

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