

Digital India: Non-Trivial Impact on Education Sector

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ABSTRACT

E-Learning is as an approach to instruction and learning that utilize Information and communication technologies to communicate and collaborate in an educational milieu. This includes technological expertise that supplements traditional classroom training with web-based components and learning environments where the educational process is experienced online. Emphasizes the importance of perception in relation of information technologies and communication, so that future leaders will be better prepared regarding these technologies. Although e-learning has potential in India, adoption has been slow and will need a major marketing and awareness effort. In India, globalization has generated a good vibration and life for education. E-learning technologies have great potential to spread learning however, the benefits of these technologies have to reach the rural masses of India, otherwise they will be one of the causes of the Digital Divide. This paper concentrates on the Indian education scenario, eLearning content preparation and presentation tools, application of eLearning to spread education to the remote areas, pros and cons of eLearning and future of eLearning in India.

1. Introduction

Online Education market in India

Online education plays a very useful role in the education system. It is a form of learning which is done on online platform with the help of internet. The various courses and programs for online education can be very helpful in improving the education system.

This form of learning helps the student in getting quality education though the use of technology. All the competitive exams in India are also done through online platforms.

India has one of the largest education systems in the world. Many formal education systems like primary and secondary schools, graduation, post-graduation and diploma courses are there in the country.

The online education market in India currently stands at USD 247 million and is estimated to reach the USD 1.96 billion mark in next five years.

Described below are the main components of e-learning :

Strengths :

- Training cost and instructor fees is low.
- Low cost implies that education is of more gain for people with limited financial resources.
- Use of best instructor possible to provide quality education to a large number of students from any distance and at any time.

Weakness :

- Lack of face to face interaction of students with their trainers and vice versa.
- The current technology does not support low cost high bandwidth, synchronous teacher student interaction.

Opportunities :

- The ability to reach the latest news and technology through the help of e-learning.
- The user can search many websites and hence can gain from latest news and technologies from time to time.
- Access to forum from a variety of institutions.
- Decreases long term education pattern by shifting learning program to web.

2. Need For Study

• New Values :

In the old days, corporate value and value creation were defined principally through material and financial assets. To maintain their competitive edge, which training and methods and skills are required and which method enhance their performance, collaboration, innovation, etc. should be adopted by company.

• New Technologies :

The life of knowledge humans and communication skills are shorter than ever, pressurizing them to remain up to date. In the era of education and technology, four-year degrees are a start of a forty year continuing education.

• Cost Effective :

As we know, there is a huge cost required in the training of employees. Companies are developing new techniques to train employees at very low rate.

The education market in India, currently standing at USD 100 billion represents a lucrative opportunity for monetization. There is a significant need in India for online education.

NEW DELHI :-

The number of internet users in India is expected to reach 450 – 465 million by June, up 4-8 % from 432 million in December 2016, a report from Internet and Mobile Association of India and Market from IMRB International said.

E Education in India: Current scenario

Education in india is no longer limited to classroom teaching program. In fact india is now the 3rd largest online market in the education world. With more than 370 million users and lots of growing startups in the future of education, online education in india has picked a pace. The government has launched programs to promote e-learning such as “digital india” and “skill India” to spread digital literacy, create a knowledge-based society in india. Nowadays tech companies like- IBM and TCS are providing learning programs for their employees. Online education is providing so much useful information for every field of education at wide range. Byju, vedantu, educart and there are so many lot of recent startups in india emerging fast in indian online education market. These recent startups in india are being very helpful for growth of online education.

Fact highlighting the current scenario of online education:-According to technavio’s market research analyst prediction, online education market in india is growing at approximately 19% by 2020. 1.3 million users are from india out of 18 million registered learners according to recent analysis to coursera, the worlds largest online education provider. According to a report by kpmg, the size of indias e-learning market was 247\$ million, comprising 1.6 million users in 2016. The internet offers a lot of accessibility to enroll for distance courses for the young demographic specially for 15-40 years.

Six technology trends that pushes up digital education in India:

- Personalised and adaptive learning:- It may refer to “technology” is improving the digital education in india. The learning platforms – for softwares and digital devices are to be considered together for creating the countless and new ways to modify education. In schools- Students are providing the laptops, computer and tablets. It can help us to improve the digital education in india. These are also helping in teaching process – they can help students to understand and learn properly and enhances their learning skills.
- Two way conversation in E-learning:- In the traditional and old time seating scenario, students are unable to have the individual attention of teachers due to their constraints. with the help of “Big data” experts will be able to have students feedback within the frame work of content provided. Feedback allows the teachers and experts to improve themselves and overcome their limitations.
- Mobile based learning:- Nowadays there are 140 million active mobile phone users. And it has offered students the flexibility to access education. It is a very crucial factor for e-learning, because at a present time, the smartphone user in india continues to increase day by day in both urban and rural areas.

- Video based learning:- Video based learning has always appealed to students since it closely mirrors the traditional classroom teaching style. Video lectures are held among the classroom and students learn a lot from them. Video lectures promote digitalized education. video based lectures should be promoted in rural areas or backward section of society.
- Online educational resources:- the online education in india has gained a lot of importance these days. They consist of freely accessible media for learning, teaching and research purposes. This allows the people to study online save a lot of time instead of going to classroom education system should promote online resources to study at home.

Key Policy initiatives of Government to promote E Learning

The online education market in india is USD 247 millions in 2016 with approximately 1.57 million paid users.

Table 1. Category type split of online education market in india.

Online Education Market	247	1570
Primary and Secondary Supplemental Education	247	467
Test preparation	43	196
Reskilling and online certifications	93	499
Higher education	33	55
Language and casual learning	5	353

India has witnessed a significant increase in the total internet user population from 2011 to 2016 with overall internet penetration of 31 percent in 2016. Approximately 409 million internet users are expected to grow to approximately 735 million by 2021. Online teaching and certification courses is the largest category in the Indian online education industry, driven by IT professionals with a preference towards online trainings for skill development/enhancement. Primary and secondary supplemental education is driven by the demand for quality education. The online channel provides a conducive educational avenue for these students who required focused, individual learning. Higher education is currently restricted by lack of clarity on regulations. A strong regulatory framework would make it a suitable substitute to distance learning programs and boost adoption. Online test preparation witnesses reasonable adoption from target students largely from tier 2 and tier 3 cities. Language and casual learning has a significantly high user base, but with a low paying subscriber base, the B2C revenue is limited.

Government initiatives to drive adoption of online education

Government initiatives such as E-BASTA, SWAYAM, Skill India and digital India will enable the infrastructure needed by students to study online.

E-basta- In Accordance with the government's Digital India initiative, this project has created a framework to make school books easily accessible in digital form as e-books to be read and used on tablets and laptops. The main idea is to bring various publishers and schools together on one platform. In

addition to the portal, a back-end framework to facilitate the organization and easy management of such resources has also been made, along with the web based applications that can be installed on tablets for navigating the framework.

Swayam-SWAYAM is a technical programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who are remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.

Digital learning centres- Digital Learning Centres, set up by Plan India in collaboration with Ericsson, utilise technology solutions to provide a quality education to young women in the age group of 15-25 years within their own communities, thereby overcoming the challenge of limited mobility. The programme aims to ensure increased access to opportunities for self-development for 15,000 girls across Delhi. So far, 15 learning centres have been set up at 3 geographic clusters where girls can attend classes.

Challenges in e-learning

There are challenges for the online education. All the challenges are sub part to be given below:-

- Individual challenge:-
- Motivation – it may refer to students that they are not motivated for the online education because they are not being able to contact with teacher in person
Any query for students they can not ask teacher directly. As a result students feel the low motivation.

Economy: - Economy is the crucial factor for challenges for e-learning because most of the students do not financial support from their parents. They are facing financial difficulties like purchasing a laptop or computer or subscribing on new websites (they charge their fees hugely).
Syllabus challenges

- Subject content: - it refers to what is actually taught or learned. The syllabus or the content on e-learning websites are very fast for the e-learning education.
 - Economy and funding: - It is essential for economizing and funding of e-learning mixed with

human resources development and technology needed.

Some other challenges for elearning are given below:-
Lack of awareness: it may refer to that many household families or childrens considered in below poverty line (BPL).

They might feel that e learning is not as good as classroom training.

How digital india impact on education sector:-

- The power of technology can never be contradicted. 1.3 Billion people are living in our country, Ratio to technology has increased manifold in last decade. There Are 140 million active mobile phone users, And india is the country for the second most social site users, technology field has been a great opportunity for india. and to grasp the positive vibes of technology in field of medicine, defense, education and much more. Besides active mobile phone users, our prime minister has introduced initiative like digital india
to transform into a proper digital society. Digital india is a concept to revitalize the education system in india. Our government should promote techniques to teach our children in school and provide them proper education and teachers should also promote e-learning.
- Some of the techniques that can be incorporated in schools:-
- Promotes benefits of technology in education:- the very basic thing is to teach children how to incorporate technology with their children. This is highly required in rural areas where children are very faraway from this piece of knowledge.
- Smart schools- Government should try to incorporate technology, classes should be digitalized teachers should teach students with projectors this promotes education.
- Smart tools- schools should be digitalized and use of smart tools should be promoted to students like smart board, visual/audio education etc.

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