E-learning: Revolution in learning genre

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Abstract:

E- Education or E-learning is the delivery of education or any type of training by electronic teaching methods. This electronic method can be a computer or a smart phone where teaching material is accessed by use of internet usually. E-Learning has been an invaluable support for learners around the world. Earlier the access to knowledge was not accessible to all. Students with economic constraints, geographical boundaries or physical disabilities had scarce opportunities in the academic province. The same now hold access to consistent education.

The modern learning method fetches you a refreshed version of knowledge accessible at convenience and shared with millions of people from different boroughs. It's an ecstatic learning period for scholars far and wide. E-learning also offer greater collaboration and global opportunities to the learners. The present study is an attempt to study the usefulness of e-learning and has evolved in India. The study is based on the secondary data which is collected through various reports and web articles.

Keywords: E-learning, E-education, Education Industry, Students

JEL Classification: I-1, I-23

1.0 Introduction [1]

E-Learning is imparting and facilitating knowledge on media, electronic devices like that on the Internet, CD-ROMs, and DVDs, streaming media etc. It has drifted the method of learning imparted to the students. Unlike conventional chalk and board style of schooling, eLearning makes giving and receiving simpler, prolific, and productive. Shortly, it is the method of teaching purely through technology. The word e-learning is used synonymously with virtual knowledge, online education, computer-based training, web-based knowledge, and networked education. Whatever may be the explanation of e-learning, it is revamping the style traditional academia teaches and the learners grasp.

1.2 Purpose of e-learning [2]

The idea of e-learning is to empower learners to absorb personal accomplishment, basic schooling or to obtain a degree certificate, without attending the school or university or any other academic institute. Another idea is to apply E-learning to all levels of schooling to ensure students grasp the lessons adequately. Psychologists believe that audio-visual method of teaching creates a disciplined learning environment and fosters effective student engagement in the class. The next benefit of learning online or on electronic media assures you are in sync with advanced learners. Also, digital and self-initiated learning can be acquired at the desired locations. One need not wander in search of learning. E-Learning is versatile and ample to suit all learning methods.

1.3 Types of e-learning [2]

E-Learning eventuates in many forms and at times is the blend of the following:

a) Completely online – no vis-a-vis meetings
b) Mixed Learning – A blend of online and direct communication
c) Synchronous- the communication between the provider and receiver happen directly as in chat rooms, or video-audio conferencing.
d) Asynchronous- The information is passed through forums, emails, wikis etc
e) Self-study
f) Web-based learning
g) CD-ROMs
h) Audio and Visuals

2.0 Objective of the study

The paper aims to explain the essence of e learning in today's context and it provide information about e-learning .

3.0 Research Methodology

The study is based on the secondary data. The information has been collected from consultancy reports and various web articles.

4.0 Online Education Industry Overview [4]

Reskilling and online certifications is the largest category today at USD 93 million. Primary secondary supplemental education will be the largest category by 2021 at USD 773 million, growing at a CAGR of 60%. Test preparation will be the fastest growing category in 2021 growing at a CAGR of 64%. India's online education market is set to grow to USD 1.96 billion and around 9.6 million users by 2021 from USD 247 million and around 1.6 million users in 2016. India's online students perceive convenience flexibility with commencement dates and variety of study material are key motivational factors to adopt online channel. Cite peers and internet search as the top two sources of brand awareness. Indicate quality of course content as the top reason for selecting a specific brand Prefer laptops over mobile phones for accessing the course content. The online education market in India currently stands at USD 247 million and is estimated to witness an 8x growth over the next 5 years to reach the USD 1.96 billion mark in 2021. This growth will be backed by a phenomenal rise in the paid user base for online education in India, which is expected to grow from the current base of 1.57 million users to 9.5 million users in 2021 at a CAGR of 44%. The growth of online education in India will be driven by a combination of demand, supply and macroeconomic drivers as indicated below.

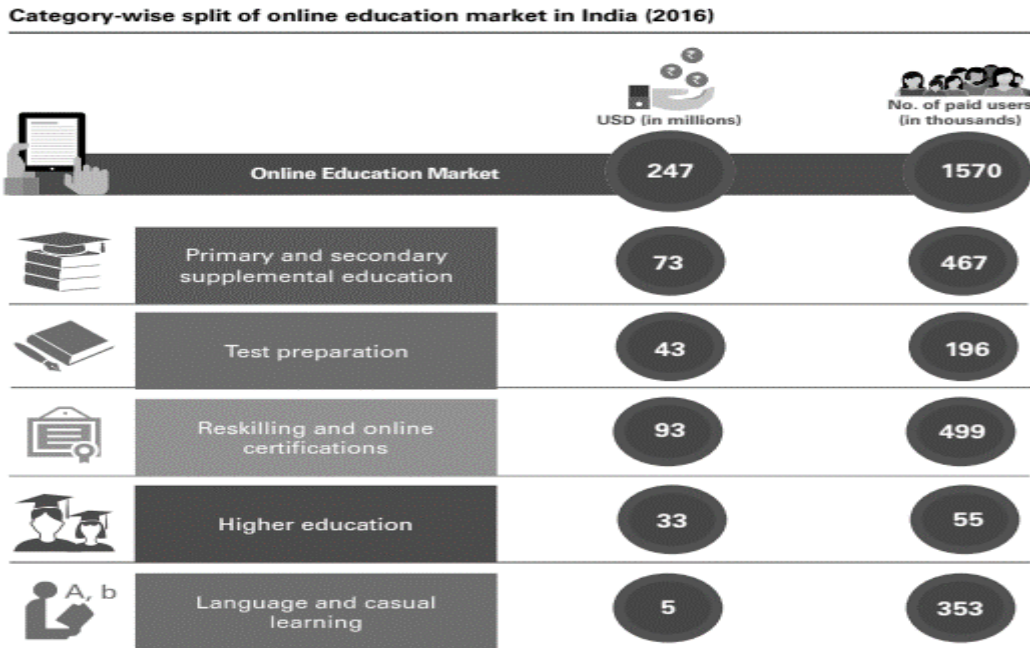Source: Online Education In India 2021: Study by KPMG and Google

There are five major categories of education with potential for significant online adoption. Reskilling and online certification courses currently accounts for a significant part of the online education market in India with a share of 38%. This is largely driven by a healthy adoption rate amongst the significant population of IT professionals in India. However, with an estimated ~280 million students expected to be enrolled in schools by 2021 and increasing adoption amongst this target audience, online primary and secondary supplemental education is expected to be the dominant category of courses with a 39% market share in 2021. At the same time, online test preparation is expected to be the fastest growing category of online education, estimated to grow at an impressive CAGR of 64% in the next five years
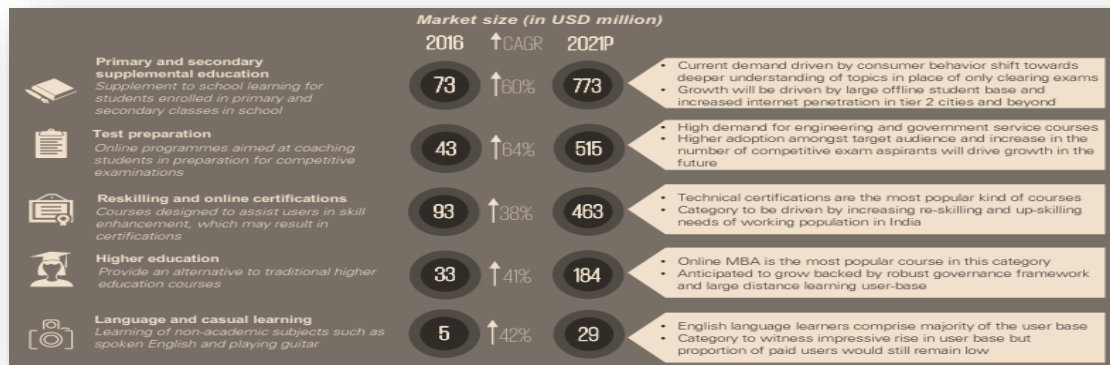
Source: Online Education In India 2021: Study by KPMG and Google

5.0 Online education in India – 2016 [4]

The education market in India, currently standing at USD 100 billion presents a lucrative opportunity for monetization. Introduction of technology has led to enhanced acceptance of alternative modes of learning in India. India has witnessed a significant increase in the total internet user population from 2011 to 2016 with overall internet penetration of 31 per cent in 2016. Approximately 409 million internet users are expected to grow to approximately 735 million by 2021, presenting a positive outlook for online business in India. This growth has also been supported by the exponential rise in number of smartphone users that reached around 290 million in 2016. The online education market in India is USD 247 million in 2016 with approximately 1.57 million paid users.
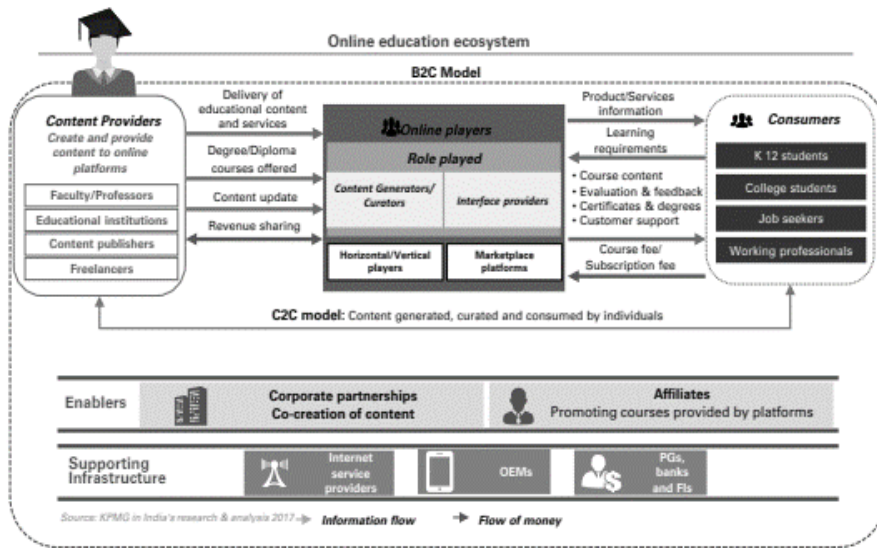
Source: Online Education In India 2021: Study by KPMG and Google

Reskilling and online 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 require focussed, 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 have a significantly high user base, but with a low paying subscriber base, the B2C revenue is limited.

5.1 Online education ecosystem in India [4]

The online platform providers play a pivotal role in the online education ecosystem. Initially, the platform served as enablers by connecting prospective students and content providers. In recent times, the platform providers have increasingly played the role of content providers and curators. Online education in India has a mix of dedicated online only and offline players with an online presence. C2C business models have also emerged where the platform connects prospective teachers and students. B2B offerings are prevalent in higher education, where institutions offer degree/diploma courses to students through their own platforms or third-party aggregators. Corporate tie-ups assist in co-creation of industry certified content, which enhances overall acceptance of online education amongst the target user base. Improved internet connectivity and adoption of digital payment options have significantly aided in the growth of online education in India

Source: Online Education In India 2021: Study by KPMG and Google

6.0 Future of online education in India- 2021 [4]

Online education in India is expected to grow to USD 1.96 billion over the next five years driven by increased consumer adoption supported by macroeconomic changes improvements in product offerings and changes in business models. The paid user base is expected to increase from ~1.6 million users in 2016 to ~9.6 million in 2021
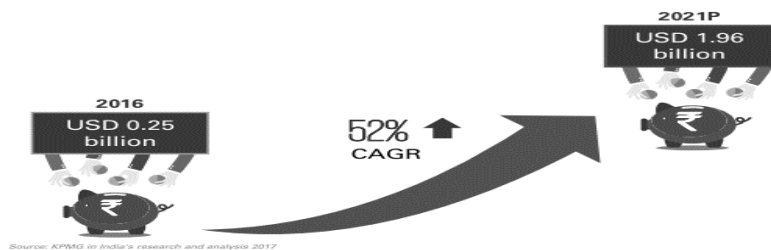
7.0 Conclusion

The method compliments the requisites of the current era where in everyone is racing against time to fetch their share of affluence. Due to the all-inclusive set of advantages, it offers to the learners, eLearning has matured into popular and apprehended way amongst scholars all around the world. The process undoubtedly has its limitations. For those with hard economic background and lack of accessibility to technology it is a long shot to exploit its luxury to the fullest. The unprivileged population of developing countries are saddled with this phase of digital divide. Nonetheless with an attempt to make internet more affordable and far reaching, it is possible to bridge the gap between low income community and tech access to dissipate the plight of economic divide. E-learning with its burgeoning influence in the educational galaxy will open portals to unexplored pathways giving rise to new opportunities.

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