

# **A STUDY ON FUTURISTIC GROWTH OF ONLINE EDUCATION IN INDIA**

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## **ABSTRACT**

*Online Education basically deals with delivering and administering the education digitally using the internet. It comes in various forms ranging from a course of fixed duration, one to one learning, classroom lecture through video conferencing and many others. Online education comes under the category of e-learning and is sometimes treated as a synonym. Many of the students and working professionals have absorbed e-learning in terms of start-up or a learner. Due to various contributing factors such as lack of time, digitization, technology advancements online-education has taken a tremendous growth in recent few years. The growth can be seen as a rate of escalation among each individual about online course, material, workshops, seminars, lectures and various others. Specifically in India it is predicted that the growth in coming 5 years will be eight times as of now. The study aims to discuss the future prospects and challenges of Online Education in India. Moreover, the study also focused on the status of online education by the end of 2021 and few challenges and factors which are required to be considered for its successful establishment and development in India.*

**KEYWORDS** – Digitization, E-learning, E-education, Global comparison, Online education, Online-education in India, Revenue models, Trends of E-learning.

## **INTRODUCTION**

Online education is a type of education that helps the students to learn using the internet at their home computers. It is a form of modern distance learning that has expanded largely in recent years with the help of improvement in technology[2]. Online education includes taking part in courses over internet, through webcams, e-mails and discussion boards. It is often referred to as “e-learning “in other terms. It is a type of education system that has no physical boundary, it allows the student to take part in classes, discuss their queries and interact with peers being in any part of the world[1]. Online Education facilitates time management, and allows students to interact not only with the mentor but also with other students present all over the world[8].

Advantages of online education include- flexibility of courses as well as course duration, cost effectiveness, easy-to-use online tools, same recognition and professional value, availability of scholarships and/or financial aid to qualified students, etc[3]. In India with the recent developments in technology, online education was also introduced some years back, and it was enthusiastically accepted and joined by many students and working professionals in order to enhance their skills[2]. The number of people adopting Online Education platforms is expected to increase tremendously in the near future.

## **LITERATURE REVIEW**

**1. Anna Ya Ni, Comparing the effectiveness of classroom and online learning: Teaching research methods, Journal of public affairs education, JPAE19 (2), 199-215.**

In this paper the author is making a comparison between online teaching method and the offline teaching method in various aspects. The author compares the key issues of online learning with that of offline learning, and the effectiveness of both the cases. The result of this study is that the learning effectiveness of any can only be measured by his/her marks and grades and not with the teaching method. The author concludes the study by telling us that both the modes of education have their own sets of advantages as well as disadvantages.

**2. Dharendra Kumar, Pros and Cons of Online Education, White Papers, August 2015.**

In this the author tells us about the pros and cons i.e., the advantages and disadvantages of online education. He tells us that it is very important for a student or any persons who is willing to choose this method of teaching to know about its advantages and its disadvantages so that he/she can make his/ her own decision and act according to it.

**3. Tuan Nguyen, The Effectiveness of Online Learning: Beyond No Significant Difference and future Horizons, MERLOT Journal of Online Learning and Teaching, Vol. 11, No. 2, June 2015, 309-319.**

In this paper the author examines the efficiency of Online Learning: its advantages, limitations and other important facts about it. The author tells us that online education is still progressing it certainly need some more time in order to be more effective but for the time being it is attracting more students and professionals towards it, who are willing to enhance their skills but doesn't have proper time with them to do that.

#### **4. Lauren Landry, Online Learning is Just as Effective as Traditional Education, BOSTINNO, September 2014.**

In this paper the author mainly tells us that the courses offered online have same value as of offline courses, some are even better. The syllabus, teachers, questions, area covered and all the other things that an offline course offers a student, an online course offers the same and at the same time saves the travelling expenses and time of student. Therefore the author feels that an online course is as effective as an offline course.

#### **OBJECTIVE OF STUDY**

The objective of this study was to understand about the online education system of India and to learn about the future prospects and challenges of online education in India. Hence in order to study all these aspects the current study elaborated the following dimensions:

- Current status of online education in India
- Categories and market structure of e-learning
- Growth regulators of e-learning
- Challenges of online education in India
- Future of e-learning in India

#### **STUDY DESIGN**

The study is based on qualitative and quantitative data as it includes maximum of the secondary data that was taken from different websites, published articles, research papers, newspapers and magazines. All the collected data was then arranged according to different required categories and then processed. Processing of data was through creation of different bar graphs, pie charts and column charts using MS-Excel 2010. This report is organized in a manner that shows the current status of online education in India, categories of e-learning, growth regulators of e-learning, challenges of online education and future of e-learning in India.

#### **STUDY DIGEST**

##### ***1. Basic Categories Of Online Education:***

The above diagram shows the basic five categories of online education were primary and secondary supplemental education refers to the supplemental education for school students, higher education is different higher courses, test preparation is for entrance examinations, reskilling and online certification courses for facilitating skill

development, and language and casual learning refers to gaining knowledge of different languages, playing musical instruments, etc. [10].



Figure-1 Category of Online education

### 2. Current Category Wise Split Of Market In India:

The above pie chart shows the category wise split of the online education market in India in the year 2016. It can be inferred that the reskilling and online certification courses are the most dominant in the market and is preceded by the school supplemental education[2]. This shows that maximum of payment for study material is for the reskilling and online certification courses.

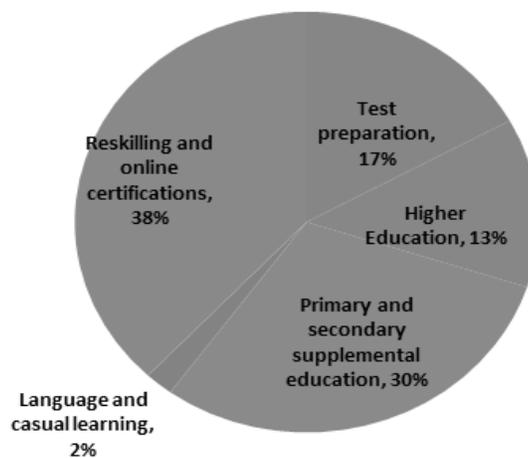


Figure-2 category wise market split

### 3. Key Factors For Adoption Of Online Education(as per area):

The above chart shows the key factors that motivate students to take up online education. Motivational factors for students of metro cities are- self speed of learning,

reduced time consumption in travelling, convenience and availability of online study material[1]. Whereas the motivational factors for students in tier 2 cities are access to the study material, better and improved concentration at home, convenience of studying at home.

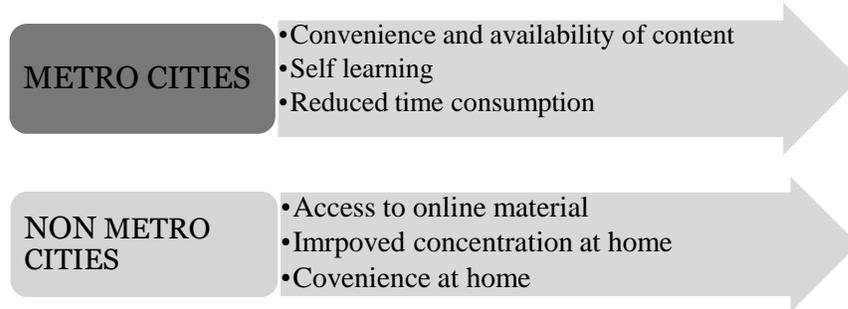


Figure-3 Metro-Non-Metro city wise adoption factors

#### 4. Device Preference For Consumption Of Study Material:

The above two diagrams show the device preference of students as well as employed professionals for the consumption or study of the study material available online. It shows that students prefer their mobile or smartphones to study online whereas working professionals are inclined towards the use of their laptops for the same[10]. Generally more of laptops are used by both categories individually for study of online material.

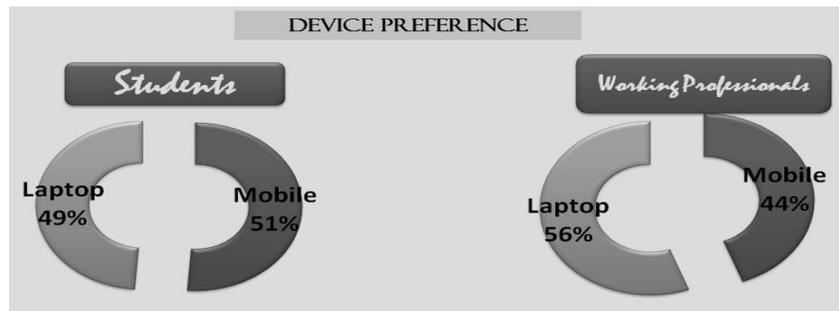


Figure-4 Device preference for online study material

#### 5. Key Factors For Adoption Of Online Education(as per profession):

The above chart shows the fctors for adoption of online education by students and working professionals. It can be seen that flexibility, quick results, low cost are the motivational factors for students and better concentration, convenience, performance tracking are the key factors for adoption of online education by employed professionals[11] [10].

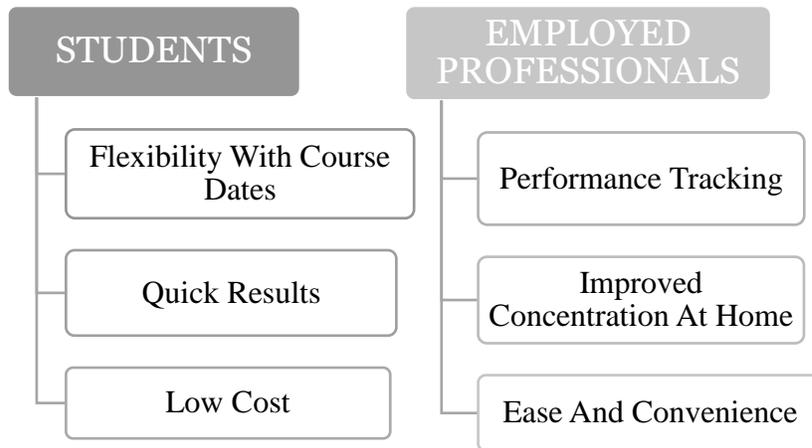


Figure-5 Profession wise adoption of online education

## 6. Growth Factors Of Online Education In India:

The above diagram represents the key growth drivers or the key factors that felicitate growth of online education in India. It shows that the internet and smartphone usage, low cost, young population, availability of quality material and government's digital initiatives as well as time saving are the main factors for growth of online education in India[12][10].

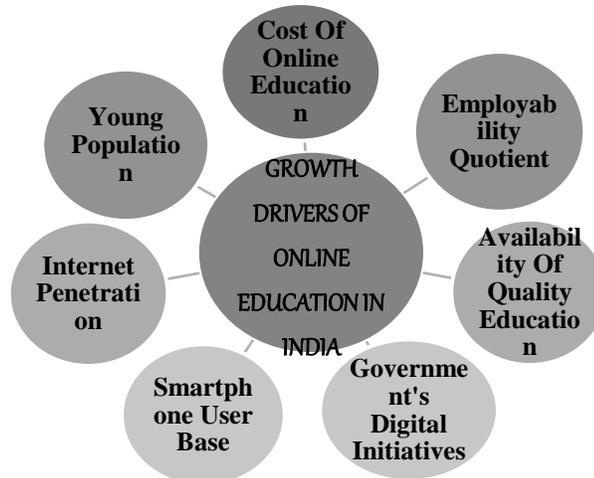


Figure-6 Growth factors in India

## 7. Challenges Of Online Education In India:

The above diagram depicts the challenges in adopting online education particularly in india. Authenticity of content, cost of content, rapid changing structure of exams, dependence on the internet, lack of classroom and practical experience, lack of awareness about benefits and ease of online education are all common challenges in adoption of online education in India[13].

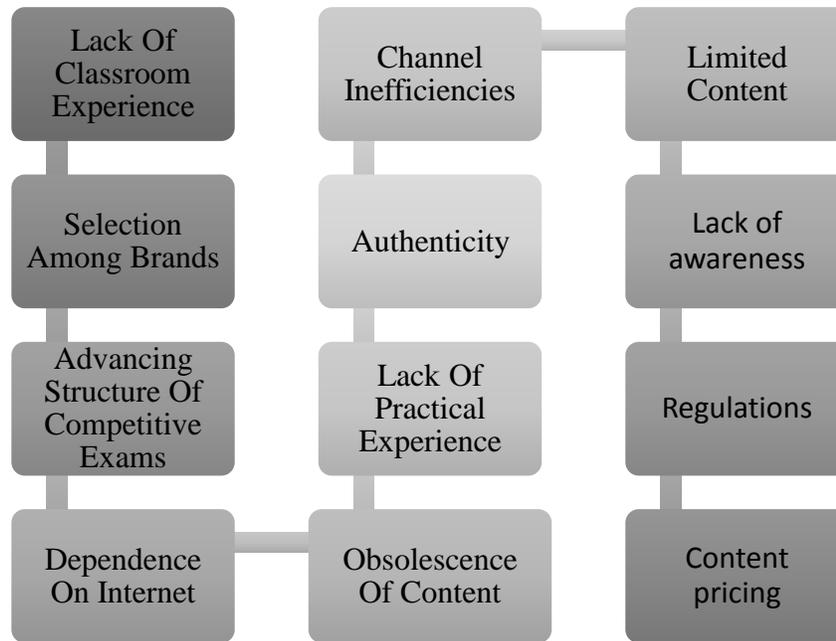


Figure-7 Challenges of Online education in India

### 8. Future Of E-Learning In India:

The online education market in India is going to grow from 0.25 USD to 1.96 USD by 2021 (approximately). The e-learning market will experience a growth of about 52% compound annual growth rate. Factors like internet penetration, digitization, increasing smartphone usage, availability of online courses, etc will lead to such increase [10]. The pie chart shows the expected market structure of online education in India in 2021.

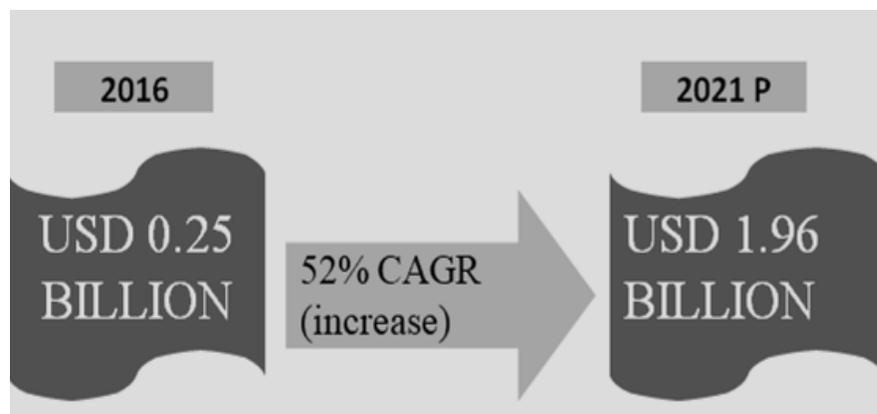


Figure-8 Future of E-learning

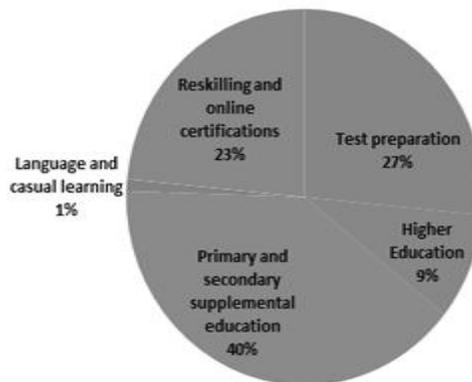


Figure-9 Market structure in India in 2021

## FINDINGS AND CONCLUSION

Online education is growing day by day at present. Students as well as working professionals are the students of online education. The current market is dominated by re-skilling and online certification which is preceded by school supplemental education. The challenges to adoption of online education include- lack of practical experience, content pricing, obsolescence of content and authenticity of courses, etc. Online learning has reduced the age limit and thus more and more individuals have the opportunity to gain and improve their knowledge. In the near future, online education will keep on growing and gaining importance and popularity among potential learners which will include employed professionals and students. Self learning, availability and access to content and modular means of learning will be the key factors for motivation. Online learning in future will facilitate continuous learning as well. E-learning in future may see the inclusion of artificial intelligence, virtual labs, content development through advanced 3D technology, cloud based data storage, and etc. which will help in better understanding of concepts and theories.

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