Future Edtech Higher Education Industry India, India Online Education Industry Growth, India EdTech Market: Ken Research

High Usage of Online Learning Content and Long-Term Impact of the Pandemic on Job Market will Lead to Strong Adoption of Online Professional Learning in Future.

INDIA, October 14, 2020 /EINPresswire.com/ -- •⊡Indian government launched the e-Vidya program, introducing multi-mode access to online courses, which will be streamed live on 12 DTH channels.
•⊡The government also announced that the top 100 universities in the country will be permitted to start online courses by May 30th.
•⊡Multiple corporate organizations are shifting their offline employee training programs to online ecosystems and are roping in ed-tech companies for their platform access and learning content

Acceptability of Online Learning Programs: A lot of people have become familiar with online learning during the pandemic period and a large proportion of them have concluded it to be at most on-par (if not more) with offline training and skilling programs. Therefore, it is expected that there will be an upturn in

Ed-Tech Paradigm Analysis During COVID-19

the acceptance of online learning programs as a means of learning new skills, with organizations willing to accept such programs as a genuine skill-based qualification, which will ultimately allow other professionals to develop their skill-set and advance professionally by taking up such programs, without sacrificing their jobs.

Affordable Pricing of Programs: Given the relatively low purchasing power of working professionals compared to pre-COVID levels, ed-tech companies are expected to introduce pocket-friendly programs or rather pocket-friendly payment options for learners. Initiatives such as flexible payment options, zero interest financing, upfront partial course fee payment and free trial periods will be implemented by companies in the future, to allow working professionals to afford online learning without taking a big hit on their budgets.

Changing Relationship between Ed-Tech Companies and Universities: Many universities across the Higher Education spectrum in the country are suffering due to their lack of sophisticated digital learning infrastructure and methods, and therefore ed-tech companies are high in demand to introduce online learning programs for them. The ability of ed-tech players to contribute a suitable technology platform and develop content with a focus on the industry, furthermore contributes to the increasingly important role that they will play especially during the aftermath of the pandemic situation. The monetary aspect of the

Ed-tech-paradigm-analysis-during-COVID-19 infographic

relationship between ed-tech companies and universities is expected to develop to a more equitable proportion for both the entities in the long term.
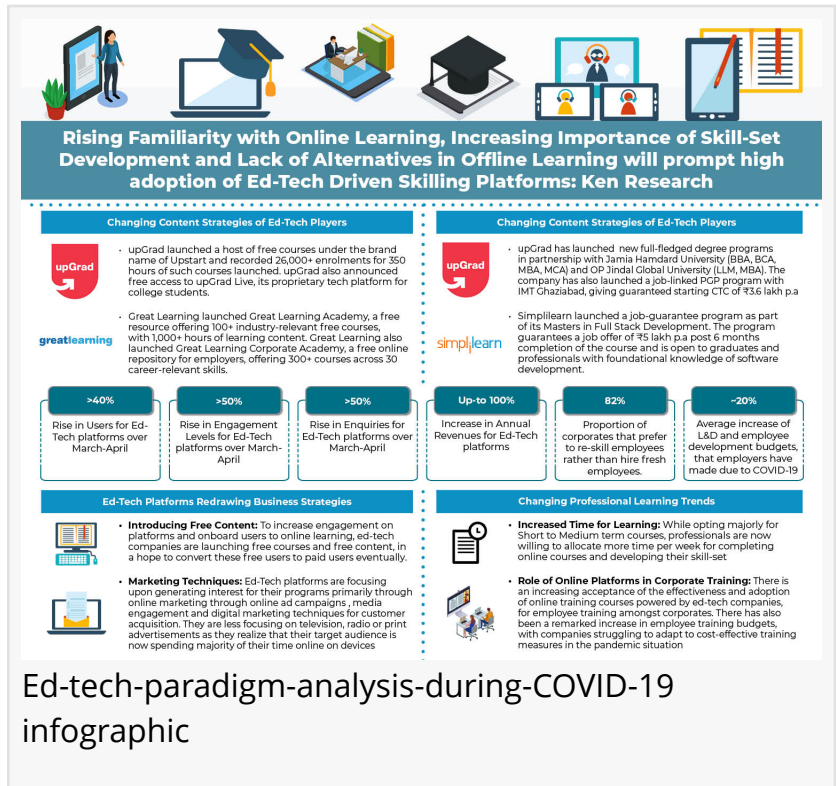
Analysts at Ken Research in their latest publication "Working Professional & Ed-Tech/University Paradigm Analysis for Online Up-skilling/Re-Skilling Programs during COVID-19 period " observed that a growing relevance and requirement of online learning, rising need for up-skilling and re-skilling and an inherent need for socially distant learning programs in the wake of the COVID-19 situation, will push the growing adoption of online learning amongst working professionals in the country. The push towards online learning in the coming years will enable Ed-tech players in the industry to register growth of 40-50% in their revenues and about 70-80% in their user base in the coming years.

For More Information on the research report, refer to below link: -

https://www.kenresearch.com/education-and-recruitment/education/covid-impact-on-ed-tech-india/348336-99.html

Key Target Audience

Ed-Tech Companies
Universities
Education Industry Associations
Professional Associations
VC/Investment Firms

Ed-Tech Technology Partners
Government/Regulatory Bodies

Key Topics Covered in the Report: -

Strategic Roadmap of Ed-Tech Companies during COVID-19 Period
Working Professionals Paradigm Analysis
Introducing an Online Course during the COVID-19 Period
Working Professionals Online Skilling Desirability and Preferences Survey- A Survey Conducted
with 2,500 Working Professionals in India
Relationship between Universities and Ed-Tech Companies- Changing Landscape and Margin
Analysis

Related Reports by Ken Research: -

https://www.kenresearch.com/education-and-recruitment/education/india-ed-tech-driven-career-programs-market/303232-99.html

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