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TOP 50 EDUTECH TOOLS IN HIGHER EDUCATION 2019

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- Lower conversion rates
- Increase in junk leads – wrong numbers and casual inquiries
- Less ROI on Paid campaigns
- High cost of hiring Counsellors and Admission teams
- Unable to keep teams on the toes 24x7

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EXECUTIVE MESSAGE

Mr. Rahul Jain

Project Director - ASMA

> *Technology can become the "wings" that will allow the educational world to fly farther and faster than ever before – if we will allow it."*
>
> — Jenny Arledge

Higher Education institutes and universities have generally been quick to embrace emerging technologies to impart value to the students and change their lives for the better.

From creating next generation learning environments, to driving high ROI marketing automation, to equipping students for an unforeseen future, to reimagining research methodologies - technology has permeated all spheres of academia. Modern tech like Artificial Intelligence, Machine Learning, Virtual and Augmented Reality, Blockchain and Cloud Technology have become the new-age building blocks of the education ecosystem.

It is therefore, vital to ask: In a day and age when the technology market is inundated with EdTech tools that claim to benefit the higher education, how can decision makers in academia select the right tools that are truly transformative in nature? ASMA is constantly in pursuit of excellence in extending its help to key stakeholders in academia. This report is another vital stepping stone to help us countinue with our vision to become India's best community driven research organisation.

Presenting ASMA's Top 50 EdTech Tools For Higher Education 2019, powered by EdTechReview, an exclusive report of best-in-class tools for academia. The report provides a comprehensive research about EdTech market across regions and growing EdTech market in India. Our objective is to bring out qualitative and quantitative research about the scope of technologies such as AI, ML, VR/AR, Blockchain and Cloud Technology while also understanding the best practices by the EdTech community across higher education.

ASMA has collaborated with EdTechReview, a premier media platform in EdTech space, on research and widening the understanding of changing higher education landscape across the world. With the release of the report, we hope to offer new insights to top management, leaders, and administrators in academia to explore new technologies that have potential to transform their institute and universities.

I would like to take this honor to invite all of you to join hands in building a progressive education system where students, faculty and management will flourish and able to meet their learning and business objectives via technology.

I would like to thank those who have contributed in authoring this report including editors, sponsors, and survey participants. I would like to specially thank the experts whose meaningful insights have made the reports more valuable for top stakeholder and decision makers of academia.

Wish you a great learning experience in reading the report!

FOREWORD

Mr. Utkarsh Lokesh

Founder - EdTechReview

The **Top 50 EdTech Tools in Higher Education Report** identifies top 50 edutech tools for colleges and universities along with essential information on the edutech market and its growth. The report aims to be an EdTech guide for higher education educators, leaders and administrators.

Our aim through this report is to bring quality research and understanding on the global edutech market & forward-looking practices; and also, together explore current and emerging technology trends that are changing the landscape of today's higher education institution. It is our hope that this collaborative effort between the ASMA and EdTechReview will help institution leaders to stay abreast of the EdTech tools and provide them with the different choices for their technology needs to improve learning, teaching and management in higher education.

We all have been hearing about future ready colleges and universities focused on learning in a digital age and preparing students for the world of today and of the future; but how institutions can make this happen in partnership with various EdTech companies is what we want to share through our report.

Why this report? The adoption of technology and innovative practices is already transforming teaching, learning and management at colleges and universities across the globe. To be a leader in education right now requires the acquisition of deep understanding of a new day for learning and the ability to teach and inspire others towards that new paradigm. The challenges of embedding 21st century knowledge and skills are great but here's where technology can play a great role.

Future ready institutions are those which are focused on learning in a digital age and preparing students for the world of today and of the future. The culture of these real-world ready institutions is based on building a leadership team, establishing a coherent vision for change, developing a systematic action plan, modeling for leaders' efficient ways to leverage digital tools to increase effectiveness, and modeling for faculty and teachers how to harness tools to manage institutions and support students' learning today. We all know that challenges of running colleges and universities in this digital age are huge, but with the right sense on selection of tools, their use cases and its comprehensive integration across the institution a lot of those can be overcome. Understanding this fact, I welcome you all to join our efforts in reinventing higher education and figure out awesome edutech tools, which I am sure are going to be a great aid for your varied needs.

I would like to make special mention to all who have contributed in shaping this report including the editors, interviewee and the sponsors. Throughout the creation of this report, we relied heavily on contributions from experts. Their inputs were invaluable, and we want to thank and recognize all the assiduous contributors.

Wish you have a great learning experience reading this report!

EDITORIAL

Mr. Rishi Kapal

EdTech Specialist | Stanford LEAD Alumni
Author | Performance Coach

Disruption and disruptive innovation were terms first coined in Christensen's ground-breaking book, *The Innovator's Dilemma* and its coming true in the EdTech sector with lightning speed. The Top 50 EduTech Tools in Higher Education 2019 would be a very precious guide in the hands of education stakeholders to understand the landscape and take decisions on what tools to use for Education, when done well in junction with technology, is the great equalizer and that's evident from the well-researched statistics and data presented in this report.

There was a fear that online education will be so prevalent that face-to-face education delivery will disappear. While online education is important it is a very effective facilitator and not evolved as a primary tool for educating future generations of students. Online education is getting much better and will continue to improve as will the advent of AR, VR, AI, Cloud based solutions being developed for the education networks.

Faculty has a central and critical role in the educational process and the technology interventions ease their administrative tasks. The innovative EdTech tools detailed in this report are meant to ensure that the professional success of students and inturn the institutes is enhanced many folds. With such tools, the learners and educators get space to develop a passion for learning, nurturing creative thinking and developing problem-solving skills. EdTech is leveraged the best with a skilled faculty member who is both an expert in his/her discipline and is able to assist students in their learning as well as their multifaceted responsibilities to society. The question of how to build financial models while adopting EdTech are always under evolution to ensure that the tech advent still keeps learning affordable for students.

Technology will remain an innovative disruptor in higher education. It is a fact that doing anything innovative with technology required significant resources initially but the effort is worth it. With the advent of inexpensive cloud-based solutions, have given a level the playing field to EdTech enterprise tools that the sector desperately need. A vast frontier of cost reductions and academic quality enhancement awaits higher education by introducing elegant self-service capabilities to students led by technologies and tools mentioned in the report. These EdTech solutions must be built on modern and dependable platforms and care has been taken to evaluate and analyse those in the report, which meet the benchmarks of quality and scalability.

Running an educational institution is an incredibly complex initiative. Through the introduction of new business processes and innovative uses of cloud-based technologies higher education institutions would see significant reductions in costs and would consider this report to provide reliable recommendations. Today's thought leadership in higher education is willing to bring new approaches to use technology and such courageous measures are what will make global citizens of the future, from classrooms to boardrooms.

FEATURED TOP 50 EDUTECH TOOLS

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extraaedge predict admissions!
leadsquared
formsdotstar India's largest forms platform
ePravesh Your Admission. Our eSolution.
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ZOHO
SAGOUS WHERE SERVICE MEETS TECHNOLOGY
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IFWCampusERP 2.0 Simplifying Automation
ellucian.
Panasonic
ALPHALEARN
VCLASSROOMING
IPIX
Clarivate Analytics
edutech
MERCER | mettl
Blackboard
eduswitch
Admitek by SevenM
SMARTLIB Integrated Library Management Software
XIPHIAS
NewGenLib BEST OPEN SOURCE LIBRARY SYSTEM
LibLime Koha
Code Achi we make IT happen
cybrarian Library on the move
Studio
Reculta
superset
bridgingo
UBITECH SOLUTIONS
TalentRecruit EMPOWERING RECRUITERS
vaave Enriching Alumni Relationships
AlmaHub
AlmaShines
ALMA CONNECT
univibe NETWORK
almabase
JUNO
Uni CAMPUS DIGITAL SERVICES
Deskera RUN YOUR BUSINESS
MasterSoft Accelerating education....
Open EduCat
MY CLASS CAMPUS
EduSys A Complete Solution for Institutions
TCS iON

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1.

Executive Summary

As a decision maker of an educational institute, you must be aware that India is leading the EdTech revolution in the 21st century. According to Forbes, Why is India the future of EdTech?

1. Culture: It is certain that the EdTech revolution will occur in India because of the degree to which the culture has embedded into education and scholarships. The students are made to understand from a very young age that the only way to achieve their dreams of economic sustenance is through education. India has a pro-education culture and that translates into technology-led education platforms and apps being products and services that people (at every income level) are willing to pay for. Somewhere it's a worry for many that U.S. citizens do not exhibit the drive for learning that is seen in the people of India. The global diaspora of Indian tech entrepreneurs is expected to be an unmatched resource during the creation of 21st century educational technology companies.

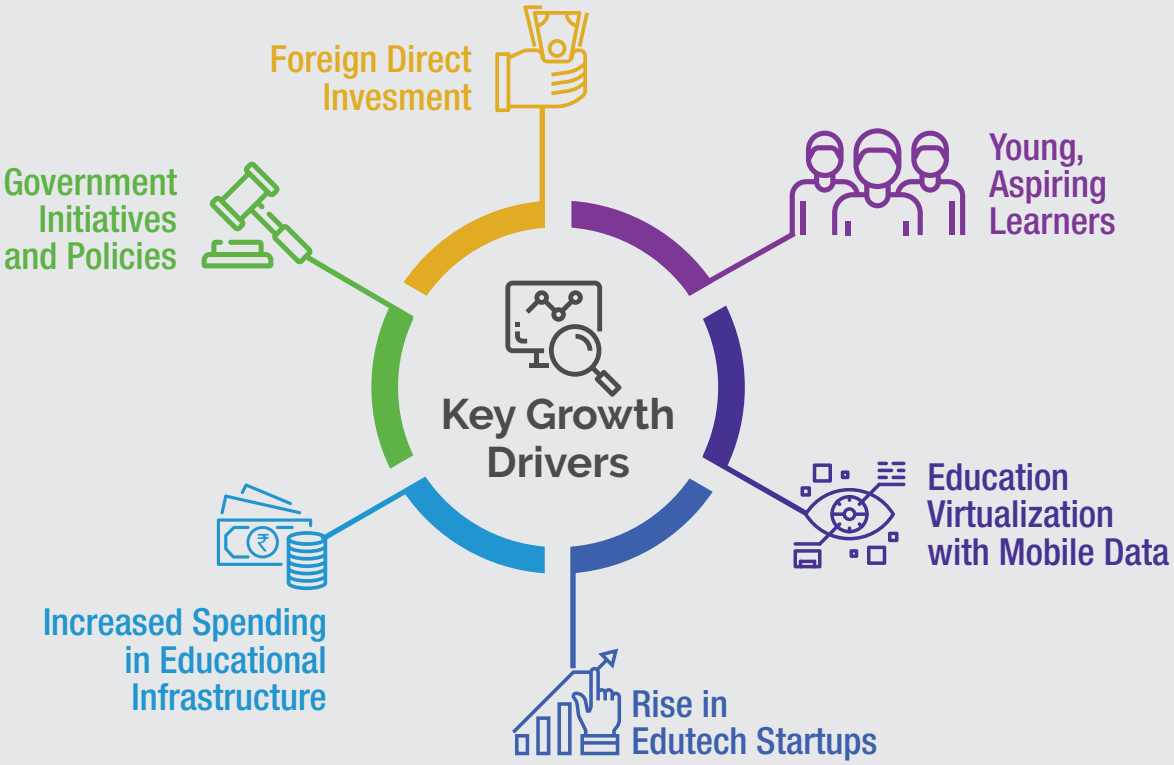
2. Demand: According to Homi Kharas of the Brookings Institution, between now and 2039, India could add over 1 billion people to the global middle class. In order to sustain the opportunities for such a critical mass, there will be a need to greatly improve productivity, and education/ EdTech is the only route to enhancing productivity. It is still expected that the supply of higher education seats by 2039 will dramatically lag demand. Hence, as owners in the education system one must realise that a "pure" campus-placed based model for 21st century higher education will not suffice to meet the demand. Higher education is going to move towards online and blended learning due to the change in knowledge consumption patterns.

3. Mobile: India leapfrogged landlines and jumped directly to mobile phones and that too now glaring at the advent of 5G. The first trend of mobile phone penetration, will catalyze EdTech penetration and reach. India has over 850 million mobile phone subscribers; increasing at the rate of over 10 million a month. These mobile devices are beginning to be the classrooms of tomorrow. Big technology and publishing companies are beginning to understand the potential for mobile learning which is expected to create a gold rush into the Indian mobile education market.

1.1. OVERVIEW

Indian higher education industry is **currently valued at USD 19.17 billion and is expected to increase to USD 35.03 billion by 2025** at the rate of 11% CAGR. This growth will be fuelled by the rise in the government spending and private investments on technology in terms of developing digital learning platforms, implementation of AI, ML, VR, AR, Blockchain and Cloud Technologies to be potentially adopted by higher education institutes and universities. The global EdTech market is expected to grow at 17% per annum to USD 611 Bn by 2025 led by explosive growth in the Asian region. **By the year 2025, the Asian EdTech market, led by India and China, is expected to have 24% share of the of the global EdTech market.** The Indian EdTech market potential is expected to reach USD 30.8 billion by 2025 with a CAGR 42.5%. Whereas China EdTech market will reach USD 105 Bn by 2025 with a CAGR of 20%.

The FDI in Indian education sector is estimated to be USD 5.85 Bn by 2025 from USD 2.1 billion in 2018. The growth of higher education industry & EdTech will be driven by the combination of demand, supply and macroeconomic factors which are indicated below.



According to KPMG 2018 Report, the key challenges faced by the Indian Education Industry are lack of digital infrastructure, budget constraints of the universities and institutes, lack of digital awareness, and limited international exposure. The objectives of the report are to highlight the elements of research that support the explosive penetration of EdTech solutions and the top EdTech tools for Indian Higher Education. It will also be useful for the management of educational ecosystem to know about :

- The key growth drivers of EdTech
- What are the top tools catering to specific domains of academia including admissions, administration, placements, alumni, learning and more,
- How EdTech tools help in transformation of academia
- What would be the future of sustainable EdTech ecosystem in Indian Higher Education

1.2. INDIAN HIGHER EDUCATION KEY METRICES

Higher education sector in India is expected have a potential of USD 35.03 billion by 2025, up from USD 20 billion in 2018.

By 2021, total number of universities and institutes in India will be 1054 and 44200 from 903 & 39000 respectively in 2018.

India had 36.64 million students enrolled in higher education in 2017-18, and expected to reach to 40.23 million by 2021.

1.3. EDTECH LANDSCAPE IN INDIAN HIGHER EDUCATION IN 2018

Total 3,500+ EdTech Startups have been registered. 900+ EdTech start-ups have initiated operations in India in 2018, growing at the rate of 16.4%.

India represents 10% of global VC funding in education, next to China and the US. Most in the area of AI, language learning, STEM, tutoring and test preparation.

India has become the second largest market for e-learning after the US. The sector is expected to reach USD 1.96 billion by 2021 with around 9.5 million users.

Foreign Direct Investment (FDI) inflow into the education sector in India stood at USD 2.21 billion from April 2000 to December 2018 and expected to growth at 29% in next five years.

USD 150 Million have been invested in AI based EdTech players alone in 2018, catering to short terms courses on AI, ML, Big Data, and Blockchain to name a few.

The Global EdTech Market is expected to reach USD 40.9Bn by 2022 from USD 17.7 Bn in 2017 with a CAGR of 18.3%

1.4. EDTECH IMPACT ON HIGHER EDUCATION

Student Enrolment

30% institutes and universities increased their overall Enrolment Ratio by Admission Automation.

Operational Efficiency

63% of Institutes increased work efficiency by implementing automation solutions initiating significant cost optimization.

Learning and Assessment

Technology based platform reduced student failure rates from 31% to 7% and increased the retention rates.

Alumni Connect and Ecosystem Enhancement

28% Institutes increased alumni engagement with their alma mater and within the alums for productive outcomes.

BENEFITS

- Easy and remote access to knowledge, leading to higher acquisition of students.
- Skills-based teaching and learning anytime anywhere
- Improve Institutional Operational Efficiency
- Increase Alumni and corporate engagement
- Technology-enabled exams and proctoring.
- Robust automation to facilitate research and development.

CHALLENGES

- Insufficient Digital Infrastructure in the institutions
- Not enough Incubators and Accelerators
- Uncertain policy structures
- Lack of Digital Awareness at academia levels
- Limited exposure to global best practices and use cases
- Less practice more theory oriented learning engagements

RECOMMENDATIONS

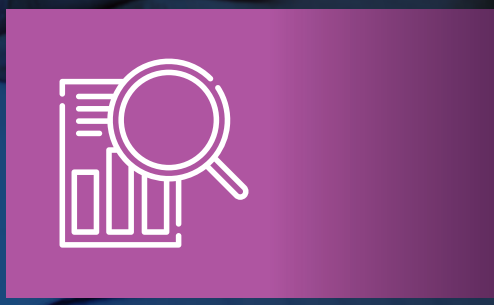
- Understand the global EdTech landscape
- Evaluate relevant solutions and pilot in multiple domains
- Understand the information consumption patterns of learners
- Focus on secure and transparent Data. Involve all the stakeholders in the EdTech implementation: Institution Management, Students, Faculty
- Develop a balance between cost-effectiveness vis-a-vis product benefits.

FUTURE

- Access to global EdTech tools adapted to local markets
- Startups in EdTech space getting well established like Simplilearn, upGrad to name a few.
- Exponential growth of education market with a CAGR of 18% for next five years.
- GOI plans to raise USD 15.52 billion for improving education infrastructure in India.
- Online education market to grow 8X by 2021
- EdTech use cases for cost management, students acquisition and developing skills available for use.

2.

Research Objective, Design and Methodology



2.1. NEED AND SCOPE OF RESEARCH

Using technology to drive instructional and interventional learnings is very exciting. EdTech comes and hence the need for research to substantiate both empirically. The first element aims to empower teachers with insights that help them make learners better equipped and engaged. The second element is of enabling self-learning for that more or less is based on data-driven algorithms to deliver a "best fit" stream of learning programs directly to students It's true that technology is transforming the education sector in the world, and the impact can be seen on the Indian education diaspora. With the disruption in technology in the past 10 years, the new job roles have been created that didn't exist, the curriculum has been elevated to meet the future needs, and the demand for multi-faceted professionals is on the rise. The scope of this research is to understand the technology enablers for Indian higher education sectors including the regulators, educators, learners and institutions at large. The research mandates to reflect how the technology adoption in the Indian higher education sector is transforming its landscape for the better.

The research aspired to seek information from each relevant stakeholder and derive outcomes that can facilitate the bridging of gap between technology adoption and a constructive impact on the higher education at large:

a. Global EdTech market expansion in the last 10 years since 2010.

b. Indian Higher Education market readiness for EdTech adoption.

c. Key drivers and challenges for EdTech in India

d. Global EdTech industry analysis - by region and by the economy,

e. Indian EdTech need vs availability analysis for Higher Education

f. Application of AI, ML, VR, Blockchain & Cloud Technology in Indian Higher Education

g. Potential of EdTech market by 2020 in India

h. Collation of the best EdTech tools for the Indian higher education sector

i. Framework for EdTech Ecosystem in Indian Higher Education.

2.2. RESEARCH OBJECTIVES

The millennials today in classrooms are driven by intellectual curiosity and exposure to high impact humanitarian causes. The decision makers in the higher education sector must know how best to quench the learners' thirst for more with the existing opportunities and constraints. The objective of the research is to identify the best-in-class EdTech tools for higher education, which help the institutes and universities to transform digitally and develop more innovative educators and learners.

a. State and quality of EdTech market in Indian Higher Education

b. A comparative landscape of the global EdTech higher education ecosystem

c. To recognise and distinguish the top 50 EdTech tools relevant for universities and Institutes.

d. To map the use cases of different EdTech tools

e. To understand dynamics of EdTech start-ups

f. To understand the EdTech ecosystem in Indian Higher Education System.

g. To measure the scope of emerging technologies (AI, ML, VR, AR, Blockchain, & Cloud Technology) for different segments of academia.

2.3. METHODOLOGY: RESEARCH DRIVES STRATEGY

Most of the EdTech company founders have never been educator themselves. For that reason, a lot of information on high performance EdTech tools doesn't reach the decision makers – simply because the startup founders don't know what information channels are to be used. It is to meet this purpose of information dissemination that ASMA undertook the research of the Top 50 EdTech Tools in Higher Education, to conduct a survey mapped with exhaustive secondary research. In order to make the outcomes more practical and authentic, the results of the research have been validated with industry experts across the value chain. A data triangulation method has been adopted so that a relevant consensus exists when estimating the market size and the impact created by the Top 50 EdTech tools highlighted in the report.

Secondary Research

To create an authentic outcome, extensive secondary research has been undertaken across global resources to estimate and forecast the market size. Secondary research information has been picked up from reliable sources like reports compiled by the government, trade associations, consulting firms and other businesses.

Combining secondary research with industry performance statistics has the ability to provide an excellent platform for decision-makers to understand current and past performance and trends, to prioritize EdTech related focus areas and to build and test plans capitalizing on emerging sectoral needs.

Primary Research

In order to provide a data-driven insight to the decision makers, surveys and case studies have been used as the primary ways to collect information about the top EdTech tools. With the data at the decision maker's fingertips in the modern research arena, it will be easier to deduce key insights about the EdTech tools oriented for institutions and universities.

After the considerable understanding and evaluation of interest and motivations of the EdTech consumers and customers, the list has been prepared. Of the hundreds of solutions that were considered in the analysis, 300 EdTech Tools have been considered for this report. This is across geographies, utility and affordability indexes relevant to the universities and institutions.

Measurement of Responses:

In order to reduce the volatility of the rankings, a multi-stage approach was instituted for the research and measurement of its outcomes

Stage 1: Each respondent was asked to mention the familiarity of each tool on a four points scale. The scale rating offered was:

1. I have not heard of this tool
2. I have heard of this tool but haven't used it.
3. I have heard of this tool and have used it.
4. I have used or am using this tool.

Stage 2: The respondent evaluated all the tools that been rated by him/her, 3 or 4 on the familiarity scale. Those who had rated 1 or 2, were not asked to evaluate and considered their score equal to zero.

Stage 3: Rating and Score

Step1: Overall Rating

The evaluation was done at an overall level for each tool. The participants gave their rating on a 5 points scale where 1 stands for extremely dissatisfied and 5 for extremely satisfied.

Step 2: Attribute Rating

The respondents were then asked to respond to six statements that defined tools across six attributes on a 5-point scale where 1 is the lowest and 5 is the highest point.

Step 3: Scoring

The final tool score has been arrived through

a. Overall score of the tool is calculated as

$$= (0.5 \times \text{Overall Rating}) + 0.5 \frac{(\textit{Attribute 1} + \textit{Attribute 2} + \textit{Attribute 3} + \textit{Attribute 4} + \textit{Attribute 5} + \textit{Attribute 6})}{6}$$

b. The overall score for each tool was then multiply with score of familiarity, which were either 3 or 4.

c. The total of all the tools were then divided by the number of respondents, it gave the final score of each tool irrespective of respondent level of familiarity, i.e., average of total score of each tool across respondent.

d. Final scores were then arranged in descending order to arrive at ranking.

Step 4: Tools and Attributes

All the tools were divided into 7 categories, including **Admission Automation, Administration, Learning & Pedagogy, Library Management, Alumni Connect, Placement Management and Multi-Domains.**

Respondents were then explained about these tools according to their profession and role in the institution. They were then asked to comment on the relevant attributes mentioned below

S.N.	Statement	Attributes
Attribute1	Tool is worth the price it charges	Price
Attribute 2	Tool is used for multiple domains	Diversity
Attribute 3	Tool maintains high level of user compatibility	User Friendliness
Attribute 4	Tool meets the need of the standard features	Features
Attribute 5	Tool adheres to strict privacy and data protection policy	Data Privacy and Security
Attribute 6	Tool provides disaster recovery or data backup	Storage and Recovery

Step 5: Target Group

Professionals: Deans, Directors, Head of Department, and Faculty

Academic Staffs: Admission Head, Placement & Alumni Head, Library Head, Admin Head.

Students: Undergraduate, Post graduate and Executive degree, aged 18 to 35 years.

Parameters

Features

Index 2.4 is applicable in this parameter

Usage Diversity

We have considered maximum six domains for this report which includes Admission, Admin, Learning, Library, Placement and Alumni. The Multi-domains tools were adjudicated on the basis of features included in single domain (mentioned in Index 2.4)

User Friendliness

We have taken Five sub-parameters and rated across the tools.

a. Device – Desktop, Mobile, Tab

b. Deployment – Cloud, On-Premise, Hybrid

c. Access Level (It means super admin, account admin, admin, user etc.)

   i. Basic (with less than 3 access levels),

   ii. Intermediate (with 4-5 access levels),

   iii. Advance (with more than 6 access levels)

d. User-Experience – Excellent, Very Good, Average and Fair

e. Training and Support – Phone, Email, Chat, Help

Affordability

The cost has been taken into consideration. The pricing models noticed were subscription, annual, and user basis. The average price affordability has been ranged between (INR in Million)

   i. High Affordability (0.01 Mn -0.29Mn)

   ii. Medium Affordability (0.3 Mn– 0.79Mn)

   iii. Low Affordability (0.8 + Mn)

Data Privacy and Security

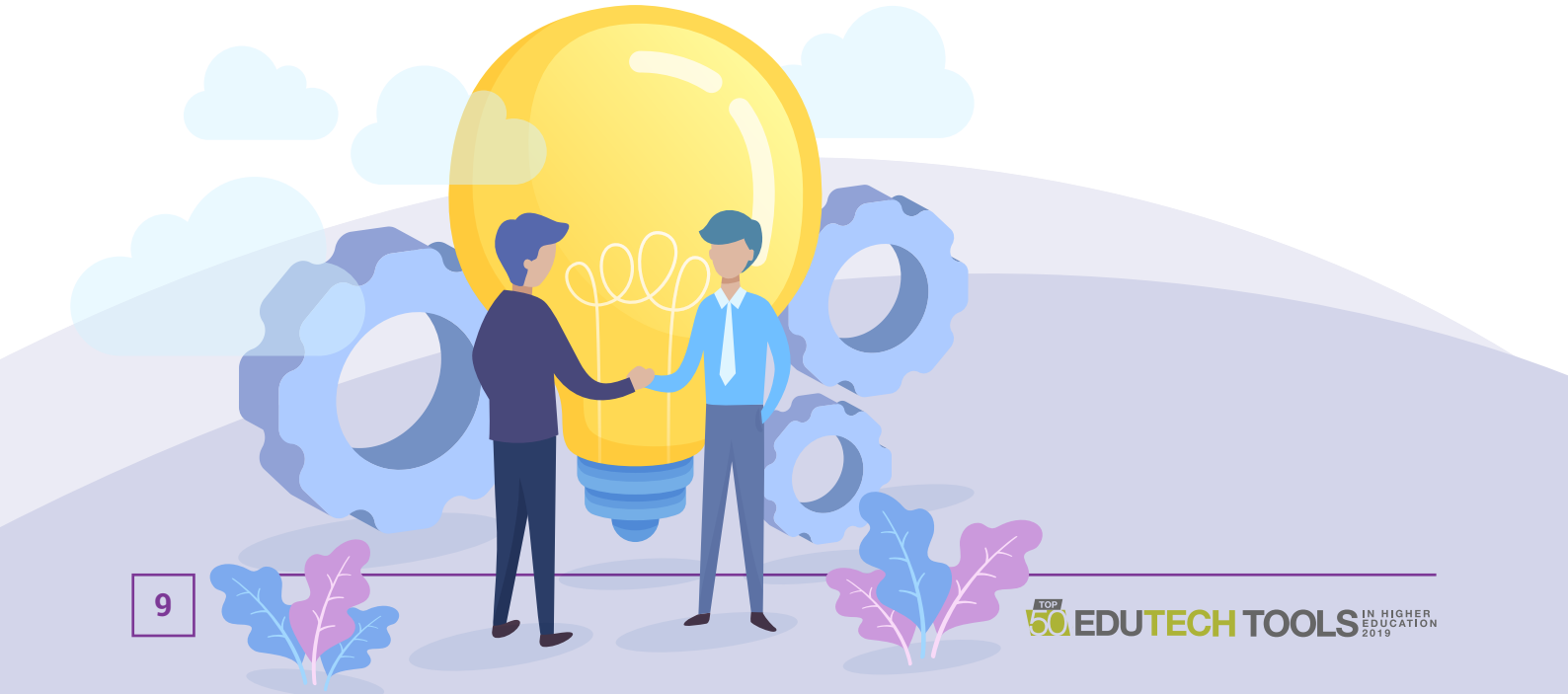
a. Data privacy norms include compliance with Indian IT & Data Protection Laws, General Data Protection Regulations, ePrivacy Regulations etc.

b. The user metrics includes whether the tools has MIS, Decision Support System, Management Reporting System etc.

Storage and Recovery

a. Storage includes Cloud (on AWS Cloud, Microsoft Azure, Google Cloud, etc), On Premise and Hybrid Storage.

b. The recovery of data is also important in case of sudden crash, it includes Automated (where system saves the data in regular intervals set by the users), Manual (where data recovery is manual), and Hybrid.



2.4. KEY FEATURES OF DOMAIN SPECIFIC POTENTIAL SOLUTIONS

In each category, we have listed down top features which should be available in a tool relevant to the domain it caters to.

ADMISSION AUTOMATION

- Lead Development, Curation and Management
- Application Management
- Integrated Marketing Automation
- Predictive Analytics and Trends
- User Management Dashboard
- Chatbox and Live Chat
- Campaign and PR Management

ADMINISTRATION

- Student Enrolment Processes
- Attendance and Records Management
- Lesson Plan Preparation and Administration
- Fee Management
- Result Processing
- Payroll and HR Processes
- Hostel and Security Governance
- Cloud-based Security

LEARNING AND PEDAGOGY

- Course Delivery Mechanisms
- Multi-format Assessments and Proctoring
- Learners and Management Dashboard
- Database Analytics
- Management Development Programs
- Corporate Partnerships
- Research Initiatives

LIBRARY MANAGEMENT

- Inventory Administration
- Database Consolidation
- Membership and Issuance Processes
- Serial/Barcoding Management
- Books Categorization
- Periodicals Management
- Payment Management
- Library Card Issuance
- Notices and Information Dissemination

PLACEMENTS

- Campus Placement Process Tracking
- Resume Builder
- Internship and Placement Notification
- JDs Dissemination
- Students Registration
- Recording Drives and Offers
- Database Consolidation
- Sector-wise Analysis of Companies
- Administrative Controls

ALUMNI MANAGEMENT

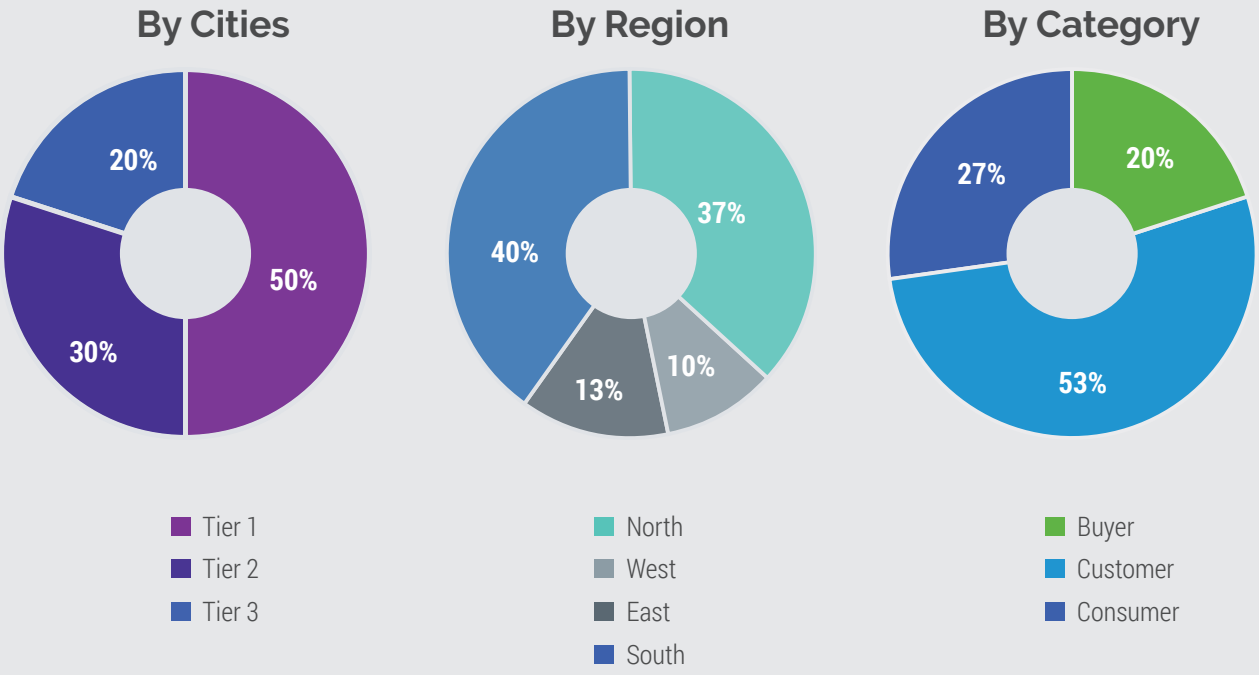
- Alumni Registration
- Database and Directory Management
- Forums and Groups
- Realtime Communication and Notifications
- Invitation for Events
- Talent Acquisition
- Geographic Analysis of Presence
- Administration

2.5. INFORMATION AREAS

BUYER	CUSTOMER	CONSUMER
Trustees, Chairman, Chancellors, Vice Chancellors, CFOs, Directors	Deans and HODs, Administration Heads, Admissions In-charge, Marketing and Corporate Relations Heads	Faculty, Students, Placement Teams, Marketing and Branding Managers
• Awareness of Relevant Product • Cost Benefit Analysis • Need Assessment • Expected Impact • Budget Allocation • Contract Finalization	• Influencers of Technology Adoption • Awareness of Challenges • Conducting Comparative Analysis • Balancing Needs and Wants • Utility Assessment and Deployment	• End User of the Product or Service • Proper Training for Use • Integrating As A Part of Overall Workflow • Regular Use and Reporting Outcomes • Suggest Modifications and Enhancements

2.6. SAMPLE DISTRIBUTION –

By Cities, Region and Category.



Sample Size of Participants - By Cities

Cities	Sample Size
TIER 1	150
TIER 2	90
TIER 3	60

Sample Size of Participants – By Region

Region	Sample Size
NORTH	110
SOUTH	120
EAST	40
WEST	30

Sample Size of Participants - By Category

Category	Sample Size
BUYER	60
CUSTOMER	160
CONSUMER	80

> **The technology behind EdTech innovations has come from a host of companies all around the world, ranging from billion-dollar tech solution providers to start-ups founded by educationists. What unites them is the vision that education can benefit from technological innovation.**

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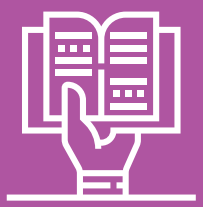
3.

Global Higher Education: Future Trends of Technology



With the changing technology, current generation students are more inclined towards computers, laptops, smartphones and other gadgets that made their life easier and more comfortable in terms of accessing formal and self-learning courses. Smart campuses and deep tech based solutions in EdTech are now a reality. Educators from all grade-levels are coming to realize the benefits of technology in the classroom. It is often believed that education is one of the last industries to make extensive change to the way it works. However, through the digital transformation and the rise of EdTech, the educators have demonstrated extensive changes to their instruction, assessments and even the physical setup of classrooms. These technological trends are making headlines because of the ways in which they are impacting student learning, teachers' involvement and campus administration.

This section of the report provides insights about what drives EdTech globally. It highlights the economic and demographic nuances in EdTech in relevant parts of the world and the change EdTech is expected to bring in the coming five years.

3.1. EDTECH ANALYSIS – BY KEY ECONOMIC INDICATOR

The global EdTech market is expected to grow at 17% per annum to USD 611 Bn by 2025 led by explosive growth in the Asian region. By the year 2025, the Asian EdTech market, led by India and China, is expected to have 24% share of the global EdTech market.

ASIA is the fastest growing EdTech market in the world and is projected to represent 24% of the global EdTech market by 2025.

The potential growth will be backed by the funding of EdTech companies across the globe. In USA alone, EdTech companies raised a total of USD 1.03 billion. India ranks 94th in overall Prosperity Index rankings and 104th in prosperity index in Education. Around 3,500 start-ups in India are catering to the education space and has received close to USD 700 Mn in funding in 2018 alone. About 77% of the total funding (between 2014 and 2018) has been poured into just four EdTech startups, Cuemath, Toppr and Byju's. According to a Google-KPMG report, India's online education market is on track to grow to USD 1.96 Bn and have around 9.6 Mn users by 2021. This is a parameter which investors cannot overlook and will be keen to make good returns.

In 2018, Indian EdTech start-ups received close to USD 700 Mn in funding — an 85% jump from the USD 375 Mn funding in 2017 (of which USD 230 Mn was invested in BYJU's alone).

According to Goldman Sachs research, Chinese EdTech companies rose to USD 1.2 billion—triple the amount that was raised in 2014. The industry is further expected to grow in China, at a rate of 20% annually[i]. As per the report by the World Economic Forum, demand for technology-based skills will have a 20% annual growth by 2025, creating 2 million jobs over the next 5-6 years.

Expected increase in demand for technological skills

20% Growth
By 2025

2 million
Jobs in Next 5-6 Years

The EdTech industry spend will reach a global value of USD 252 billion by the year 2020.
— TechCrunch

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3.2. EDTECH ANALYSIS – BY GEOGRAPHIC

EdTech Market in USD Billion Across Geographies 2018

The American market is a matured market for EdTech with USD 29.9 Bn in 2018 which will grow at a CAGR of 21.9% to USD 98.17 Bn by 2025. In a similar manner, European market is matured, which will grow from USD 11.69 Bn in 2018 to USD 28.42 Bn by 2025 with a CAGR of 16%, comparatively lowest among the all regions[ii].

Whereas ASIA region is considered to be growing market and is expected to grow from USD 18.25 Bn to USD 136.42 Bn by 2025 with a CAGR of 39.8%, the growth will depend upon demand, supply and macroeconomic factors like growth of young population, increasing mobile user base, increase in disposable income, government digital initiatives etc. In addition to that, African region can be seen as potential upcoming market for EdTech and is expected to grow from USD 2.1 Bn in 2018 to USD 13.23 Bn by 2025 with a CAGR of 35.9%. The growth depends upon educational reforms in African regions, and foreign investment. Case in point, Mark Zuckerberg who recently made a USD 25 Mn investment in Andela, Naspers and Google have announced large venture funds focused on African education.

3.3. POTENTIAL EDTECH MARKET IN TOP COUNTRIES -PROJECTION 2025

 INDIA	 SOUTH AFRICA	 CHINA	 UNITED KINGDOM	 UNITED STATES
The EdTech market potential is expected to reach USD 30.8 billion by 2025 with a CAGR of 42.5%.	**The EdTech market potential is expected to reach USD 13.23 Bn by 2025 with a CAGR of 35.9%**	**The EdTech market potential is likely to reach USD 105.5 billion by 2025 with a CAGR of 20%.**	**The EdTech market potential is expected to reach USD 18.5 billion by 2025 with a CAGR of 16.3%**	**The EdTech market potential is expected to reach USD 98.1 billion by 2025, with a CAGR of 9%**

3.4. SCOPE OF ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION

AI is expected to play a critical role in digital transformation of the education industry. According to CBInsights, it is predicted that the use of AI in education is expected to increase by 47.5% from 2018 to 2021. It seems that teachers are working towards using AI to build personalised learning approaches for students. For instance, smart content programs like Cram101 and JustTheFacts101, use AI to make easy-to-use study guides to uncomplicate textbooks. Such solutions are expected to grow and eventually create personalised study materials based on a student's needs and level of understanding.

The global market size of Cloud Computing in Education is estimated to grow from USD 8.13 billion in 2016 to USD 25.36 billion by 2021 with a CAGR of 25.6%

AI has multiple use cases for higher education ecosystem to enable them to learn better and achieve their learning objectives. AI systems are being used to tailor and personalize learning for each individual student. Using Machine Learning-based hyper personalization, AI systems are being deployed for learning profile development of each student and customize the training materials based on their ability, mode of learning, and experience. It is predicted that by 2024 more than 47% of learning management tools will be enabled by AI capabilities. Educators are also encouraging students to leverage voice-assisted AI. Amazon Alexa, Google Home, Apple Siri and Microsoft Cortana are giving students an opportunity to interact with educational material without the interaction of the teacher. Arizona State University gives many of its incoming college students an Amazon Alexa in order to give them much more timely and focused information about their campus needs and save time.

It is evident that AI has demonstrated immense potential to bring transformation

in education and teaching. A research reveals **when a Stanford University professor offered a free course in artificial intelligence in 2011, he had no idea that the experiment would attract 160,000 students from 190 countries and generate a wave of publicity.**

Artificial intelligence is changing the EdTech landscape at a rapid pace. According to the 2018 Bett Innovation Index, from a survey of over 1,000 teachers in the UK and Europe, 87% of teachers' leaders believe AI technology has a positive impact on learning outcomes[iii].

The AI market in US education is expected to grow by 47.77% from 2018-2022.

— Research And Market

3.5. SCOPE OF MACHINE LEARNING IN HIGHER EDUCATION

The global Machine Learning market will expand at a compound annual growth rate (CAGR) of 48.3% during the 2018-2023 period, to reach approximately USD 19.40 Bn by 2023.

The expansion of the global Machine Learning (ML) market can be attributed to the increased generation of data, and the need to process these huge volumes of data to obtain meaningful insights, thereby developing a demand for skilled talent for managing such a huge volume of data. As an application of ML now in demand, student's inclination towards machine learning has grown up. Institutes and universities are now offering courses on ML and the global demand for ML courses will increase by 36% in 2022 from 11% in 2018.

3.6. SCOPE OF AUGMENTED AND VIRTUAL REALITY IN HIGHER EDUCATION

Augmented Reality

The global Augmented Reality market application in the education industry is expected to be a USD 7 billion market by 2020.The impressive element about AR is that it connects real and physical world with digital and virtual. At the simplest, that could be scanning a QR-code, or a visual tag, and getting digital information about educational courses or campus connect as a least.

The global Augmented Reality market application in the education industry is expected to be a USD 7 billion market by 2020.

The Augmented Reality technology has unlimited potential in education, and can easily be accessed through smartphones which are AR-enabled. One can scan a tool and learn how to use it, or scan to see a live translation. Teachers and learners can scan a static image of a machine to see a 3D working model of the same. These are some real life use cases that prevail, and are not expensive to build and manage.

Virtual Reality

Building and accessing Virtual Reality is more complex. It is hardware dependent and users typically wear a headset to enter a virtual learning world. Companies like Simulants have pioneered AR and VR in the Indian EdTech market and are expected to have a revenue of USD 1 Mn in 2019-20.

The global Virtual Reality market in the Education sector to grow at a CAGR of 59.14% between 2018–2022.

For instance, a virtual reality app called Anatomy 4D which allows biology students to study the human body in 4D was recently launched, while artificial intelligence is already playing a role in learning analytics. Recently, a robot from Cornell University — PR2 — learnt various tasks which it then taught to another robot at Brown University in the United States.

3.7. SCOPE OF BLOCKCHAIN IN HIGHER EDUCATION

According to EC Research Report, Global Blockchain industry in Education is **estimated** to be worth between $4.6 trillion and $6 trillion by 2030[iv]. It can be used in managing intellectual property, tracking first publication, and citation without the need for central authority database management.

Global Blockchain industry in Education is estimated to be worth between USD 4.6 trillion and USD 6 trillion by 2030.

Several educational institutions are pilot-testing Blockchain solutions, including the Open University UK, MIT, the University of Nicosia, and some schools in Malta. It can also be used in managing and storing digital certificates, which can never be falsified either.

3.8. SCOPE OF CLOUD TECHNOLOGY IN HIGHER EDUCATION

According to Markets and Markets, the global cloud computing in education market size is estimated to grow from USD 8.13 billion in 2016 to USD 25.36 billion by 2021, at an estimated CAGR of 25.6%.

The strong need for centralized system for management of academic process and need to reduce burden from management have sparked the growth of cloud technology in higher education sector in emerging markets of ASIA, Europe and Latin America. On-demand computing resources such as SaaS have a proven model of success in higher education and research.

The global market size of Cloud Computing in Education is estimated to grow from USD 8.13 billion in 2016 to USD 25.36 billion by 2021 with a CAGR of 25.6%

Cloud technology helps in improved collaboration between student and the institute, better learning and innovation, higher student success rate & administrative efficiency and improved knowledge sharing. Nowadays, universities, students and faculty are well equipped with their communicating devices. Availability of such high-speed communicating devises, enable them to receive administrative emails, track their performance, use online resources, and share notes, assignments, and projects.

3.9. EDTECH MARKET DYNAMICS FOR UNIVERSITIES

The significant information claims that over half (55%) of teachers believe that EdTech improves behaviour and engagement levels. Investment in EdTech is growing as a result of the user and investor interest[v].

The annual global spend on EdTech in universities has been valued at USD 28.5 billion In the UK alone, the spending on technology is USD 1120 million.

— Gartner

ADMISSION AUTOMATION SOFTWARE

India is considered to be a hub for student enrolment tool in ASIA Pacific Market. The total share of admission automation in EdTech market in India will be 17% by 2022.

According to a research, 30% of Institutes and Universities get benefited in students enrolment through marketing automation.

ADMINISTRATION SOFTWARE (CAMPUS CRM AND ERP)

It is interesting to know that CRM software are being prominently used in premier institutes of the world to manage regular operational affairs.

"Over 70% of institutes today have introduced a digital tool like CRM or Application Management system to ease the burden on counsellors and increase admissions drastically."

According to the Advance Global Higher Education (AACRO) **64% reported using at least one CRM, and 42% of institutes who don't have CRM are considering one.**

LEARNING (E- LEARNING & M-LEARNING)

Global Mobile Learning market to grow from USD 7.98 billion in 2015 to USD 37.60 billion by 2020, at a CAGR of 36.3%[vi].

North America is expected to be the largest market in terms of market size, while Europe and Asia-Pacific are expected to experience an increase in market tractions by 2022

LIBRARY MANAGEMENT SOFTWARE

The global market of Library Management Software Market is expected to be worth USD 2.80 billion by 2024.

Asia Pacific is projected to grow with the fastest CAGR of 5.1% in the global library management software market.

ALUMNI & PLACEMENT SOFTWARE

The global Placement Management software market will rise at 7.4% CAGR and reach a valuation of USD 1.7 Bn **in 2018 to** USD 3.09 Bn **in 2025[vii].** With increase in number of students graduating from universities and institutes globally, the demand for placement management tools is increased to manage such incredible volume of companies and students' data.

By 2021, the global Alumni management software market will be USD 1.04 Bn. growing at CAGR of 8%. The growth is depending upon increase in universities and institutes, growth of alumni networks programs and associations.

3.10. EDTECH FUNDING ACROSS WORLD

EdTech sector needs continuous funding due the technology development costs and business models. In 2018 alone, there were 1,087 EdTech companies across the world that got serious funding, up from 813 companies in 2017.

It is important to note that of the 1087 funded companies, 67 companies earned most of investment, raising a combined total of USD 9.4 Bn. There were also 12 companies that raised over USD 200 Mn each, 11 of which are based in China, the largest being China's Zuoyebang having raised USD 850 Mn over two funding rounds in 2018.

> *"EdTech investments are increasingly mostly driven by Asian investments and rising interests for Adaptive Learning in Education,"*
>
> *Benjamin Vedrenne-Cloquet*
> *Founder- EdTech Europe*

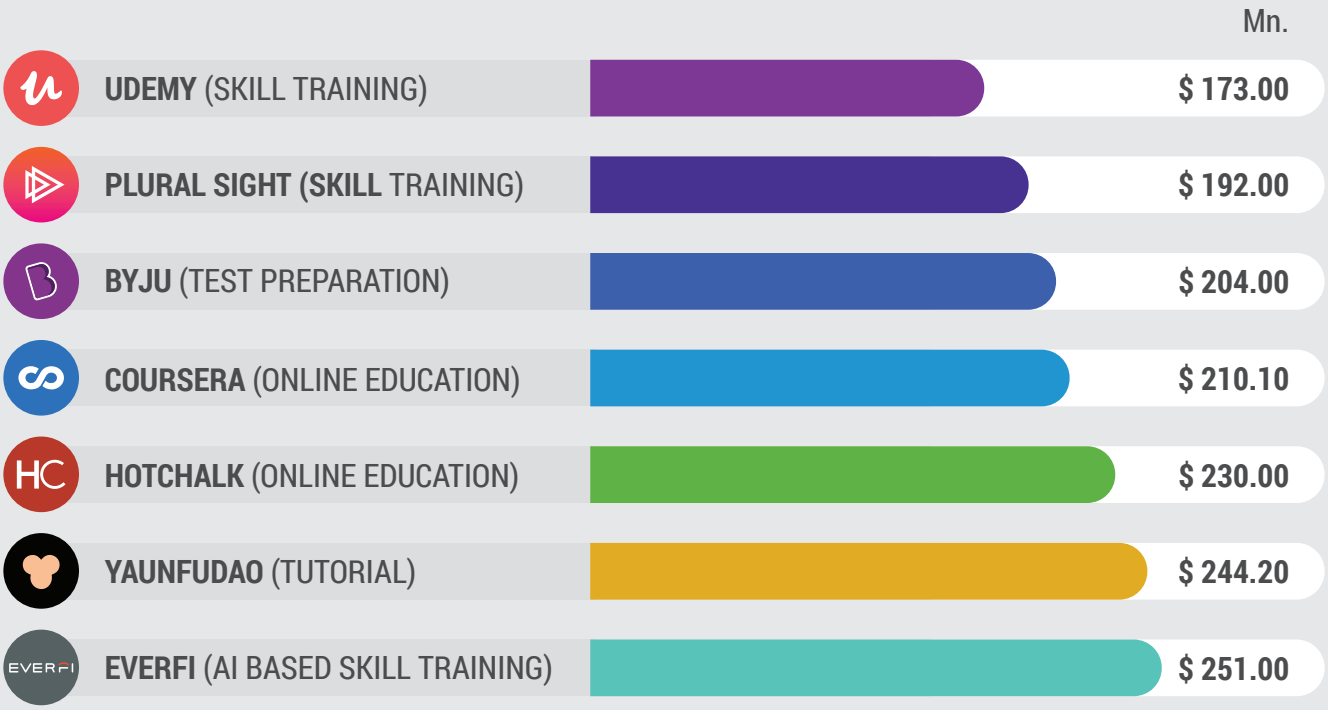
It is quite evident that the matured markets still command a lion's share of EdTech investment, China being an exception. However, Toppr, Cuemath and BYJU's in India are coming up strong and have raised significant rounds of funding in the last two years. Exclusive EdTech accelerators like Emerge Education in UK, Edugild in India,

NYU Stern EdTech Accelerator in New York are playing a significant role in bringing investors awareness about EdTech funding opportunities.

Unicorn EdTech Start-ups (valued USD 1B+)– Invested Capital – 2019

EdTech Startups	Funding USD Bn.	Country
BYJU'S The Learning App	$ 5	INDIA
VIPKID	$ 3	CHINA
Yuanfudao	$ 3	CHINA
Luoji Siwei	$ 3	CHINA
iTutorGroup	$ 1	CHINA
掌门1对1 Zhangmen.com	$ 1	U.S
coursera	$ 1	U.S

3.11. THE MOST- WELL FUNDED STARTUPS 2018[VIII]



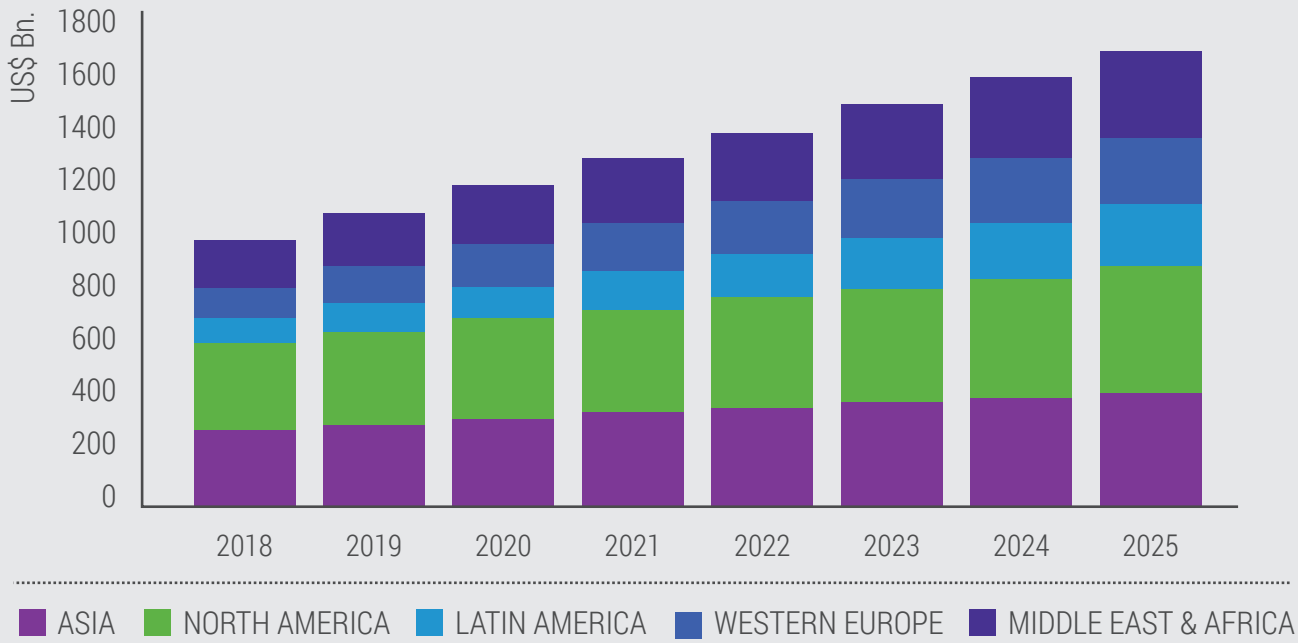
3.12. ARTIFICIAL INTELLIGENCE BASED EDTECH STARTUPS IN THE WORLD[IX]

Product	Countries	Features	Technology
Vision Face +++	China	Extensively used in online learning to assist teacher to understand sign of engagement loss and other behavioural challenges faced by students.	Vision
Voice. Kid Sense	USA	Built on voice recognition technology that helps children communicate with voice-powered devices.	Voice
Sense Education	USA	Aim to solve the "Scale" problem by balancing student performance, allowing institutions to scale their operations, increase profitability.	Language
Sana Lab	Sweden	Technology to measure students' answers, response times and an array of contextual information to figure out precisely what they know, how they learn best and why they forget.	Algorithm

3.13. GLOBAL HIGHER EDUCATION ENROLMENT VIS-A-VIS EXPENDITURE

The demand for global higher education is growing and by 2030, there will be 380 million students, 472 million by 2035, and more than 594 million students enrolled in universities and institutes by 2040. The impact also signifies the rise in expenditure on education in different regions

Forecasted Global Expenditure in Higher Education



3.14. ORAI'S ARTIFICIAL INTELLIGENCE (AI) IS CHANGING THE INDIAN EDUCATION INDUSTRY-FROM ENQUIRY TO ENROLLMENT (E2E)

About Sujit Das Biswas

Sujit Das Biswas is the Co-Founder of e2e Projects Pvt. Ltd, based in Bangalore, India. He's a missionary of Project Portfolio Management (PPM), AI, ML and RPA with over 15 years of hands-on experience. He's passionate about agility and driven to deliver unparalleled expertise in process design and automation. With his inclination towards education, he has developed the ingenious Robotic Virtual Assistant – O'RAI to assist the Indian education system to take the route of Digital Transformation.

Why artificial intelligence (ai) is now a mandate for academic institutes

You're already using AI every day when you search online, use voice commands on your phone or use Google Translate. Artificial intelligence is the now and future engine of education. It's simple to understand; there are many problems faced by the higher education system during the admission season. The two major challenges are one; the enormous Lead quantity and two; poor Lead quality. And this is what O'RAI will be addressing as a path breaking AI-powered solution.

Artificial intelligence is transforming how we'll learn in the future, engage with students and secure their admission journey.

Gear up for a robotic evolution that automates colleges leads and admissions!

The AI-powered O'RAI intelligence brings in significant ROI to the institution in many ways:

1. Leads qualified by ORAI get 5 times higher conversion than compared to the traditional approach
2. Landing pages powered by ORAI have the power to increase the conversion rate by 50 - 200%
3. The campaigns powered by ORAI can help you lower the CPL by 50 - 75%
4. The leads can be segmented to Hot, Warm and cold automatically by ORAI, without counselor intervention

It's the moment where we choose AI to navigate the complexity of the admissions process and streamline everything from admissions to vital resources. With O'RAI you can bring forth a key player in technology your academic institute needs.

More details can be found on **www.orai-robotics.com**

Mr. Sujit Das Biswas

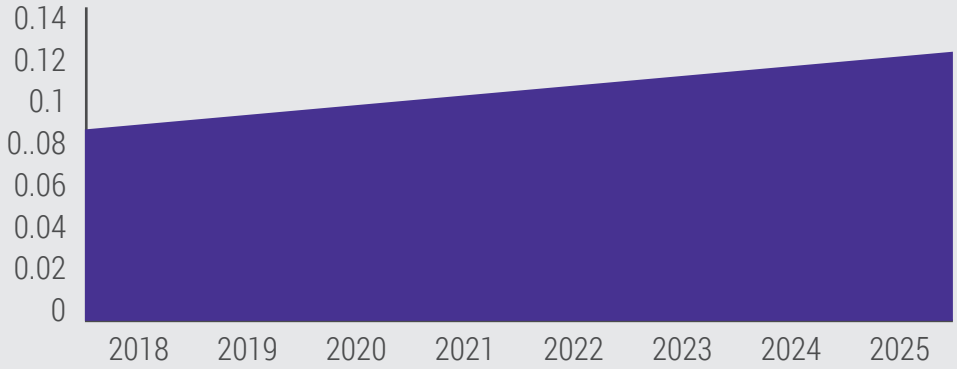
Co-Founder of e2e Projects Pvt. Ltd

3.15. GLOBAL HIGHER EDUCATION ENROLMENT BY 2025

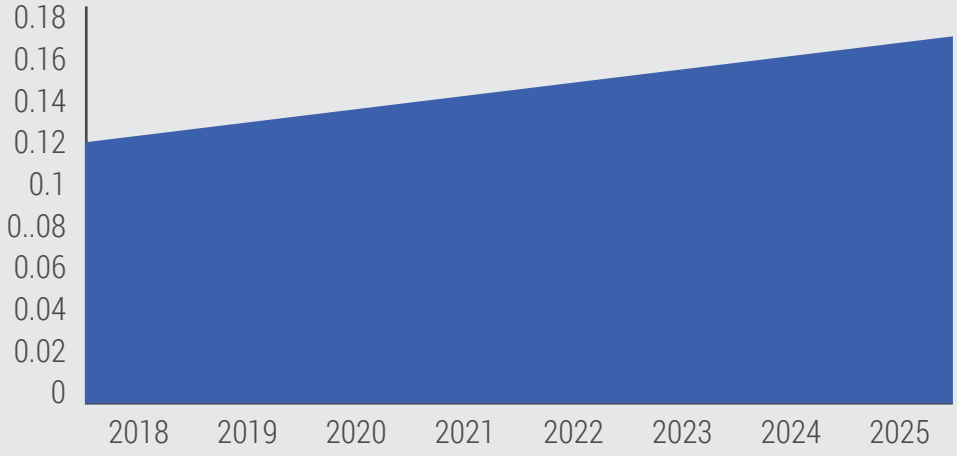
It is estimated that 80% of global student enrolments happen in higher education. China, India and US are the major economies in the world with highest percentage of students' enrolment in higher education.

The projected CAGR across US, China and India is 13.61% which gives immense opportunities for academia to have international students as well have strong EdTech platforms to increase enrolments.

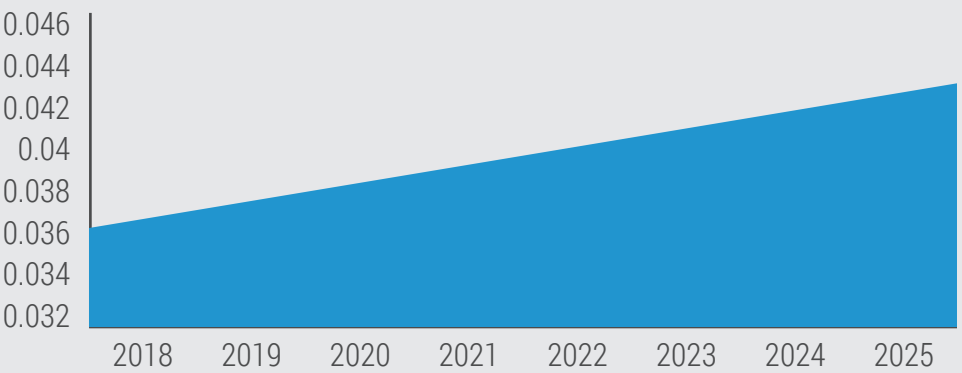
China Forecasted Enrolment in Higher Education by 2025 (Bn.)



US Forecasted Enrolment in Higher Education by 2025 (Bn.)

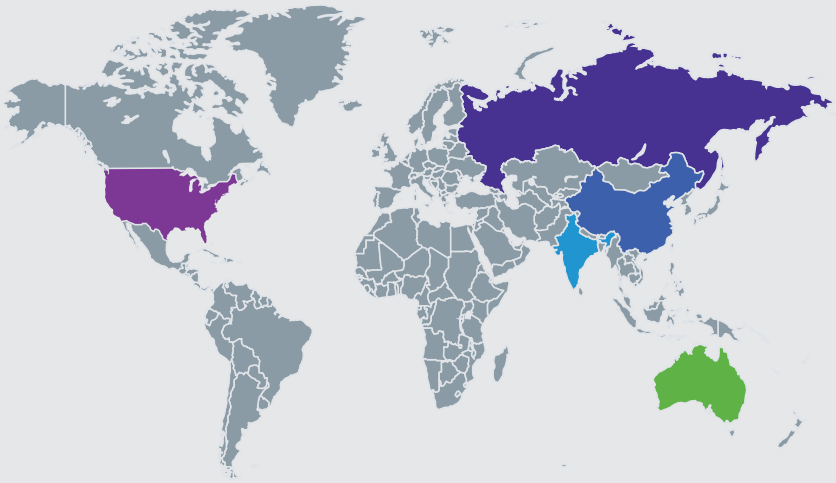


India Forecasted Enrolment in Higher Education by 2025 (Bn.)



3.16. KEY TRENDS AND RECENT DEVELOPMENTS

The global Edutech market crossed $17.7 Bn in revenue in 2017 and is predicted to grow to $40.9 Bn by 2022, at a CAGR of 18.3%.



Institutes are investing up to 20% of their budget on technology (AR, VR and Blockchain) and has increased it to 38% in 2018.

8x Growth of Indian EduTech Market in next five years.

Emerging Technology in Education

- Virtual Reality
- Flipped Learning
- Blockchain
- AI Driven Assessment
- Remote Exam Proctoring
- Augmented Analytics
- Immersive Experiential Learning

edovo		3D EXTER	BODHI AI	Botsify
Secure Wireless Cognitive behavioural therapy	VR for Training, Education and Learning	3D Modelling for Institute	AI to improve student test scores.	Chatbot for collaborative learning.

4.

Indian Higher Education: Thrive for EduTech Tools

4.1. HIGHER EDUCATION LANDSCAPE IN INDIA

The impact of technology on the India higher education is quite evident and expected to increase over time. The deep tech solutions using Artificial Intelligence, Machine Learning, Virtual Reality, Augmented Reality, Blockchain, and Cloud Technology are already being deployed in the Education sector. These solutions are catering to student enrolments, personalized learning outcomes, operational efficiency & cost optimization, alumni engagement, placements to name a few. Indian higher education has over 27.5 million students enrolled with 39000+ Institutes and Universities in India. As per the IBEF report, Gross Enrolment Ratio (GER) in higher education reached 25.2% in 2018 and expected to reach 30% by 2020. The higher education sector is experiencing phenomenal numbers, having touched almost 12 million students for the 2017-2018 session. The total enrolment in higher education has been estimated to be 36.6 million by 2020[x]. It gives an immense opportunity for institutes and universities to build on the quality of content and skill-based learning utilizing cutting-edge technology.

4.2. OVERVIEW OF INDIAN HIGHER EDUCATION

	Age (Years)	18-23	24-27	28-32
SEGMENT	Formal Education	Under graduation	Post-Graduation	Executive/PhD/ Vocational Education
	Courses (Degree)	Graduate	Graduate/Working Professionals	Working Professionals
	Institutional Infrastructure	Colleges and Universities	College, Universities, and Training Institutes	College, Universities, and Training Institutes/ Allied Services
MARKET OPPORTUNITY	Market Size in 2018	$10 Bn	$5Bn	$5Bn
	CAGR by 2020	18%P	20%P	20%P
DEMAND	Demand Range for EdTech Product by 2020 in Different age brackets.	27%-38%P	56%-65%P	24%-36%P
SCOPE	Scope of EdTech Tools	Learning & Development, Admission, Administration, Placements, Alumni	Learning & Development, Admission, Administration, Placements, Alumni, Research, Training, Skill Development, Collaboration	Learning and Development, Admission, Administration, Placements, Alumni, Research, Training, Skill Development

The Indian Education industry is attracting huge investments and associated spends. The spending in higher education sector is expected to grow at 18% from USD 6.78 billion in 2016 to USD 34.12 billion in the next 10 years[xi]. With 36.6 million students enrolled in approximately 42,047 Universities & Institutions for pursuing higher education.

Higher education sector in India is expected to increase to USD 35.03 billion by 2025 from USD 20 billion in 2018 at CAGR 9.88%[xii]

E-Learning Market in India

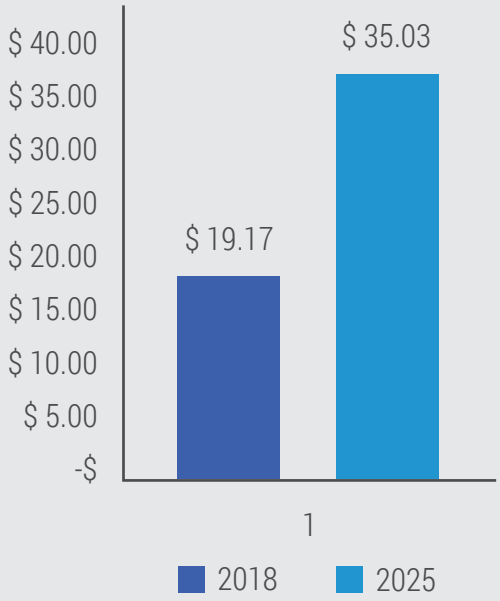
2nd Largest E-Learning market expected to reach USD 1.96 billion by 2021

With 9.6 million online users by 2021.

The main reasons behind high growth rate of EdTech is the Indian Government and the private sector stepping up to invest in the education sector. The number of Universities and Institutes have seen an uptick over the past few years. Government's initiative like SWAYAM, SANKALP have increased awareness about MOOC and E-Learning among all sections of the society. This is playing a major role in promoting need for education among the youth.

Education Industry in India (2020P) USD Bn.

Higher Education Sector in India (2025P) USD Bn.



4.3. EDTECH ECOSYSTEM IN INDIAN HIGHER EDUCATION

Adoption of EdTech solutions is seen to be on the rise in metros. The cities of Mumbai, Pune, Delhi, Bangalore, Chennai, Hyderabad, Noida, Gurugram, Ahmedabad and some tier 2 and tier 3 cities in India including Vadodara, Surat, Indore, Nagpur, Chandigarh etc are accounting for a large share of enrolments of Indian students. This is giving immense opportunity for Institutes as well as EdTech companies to thrive and expand.

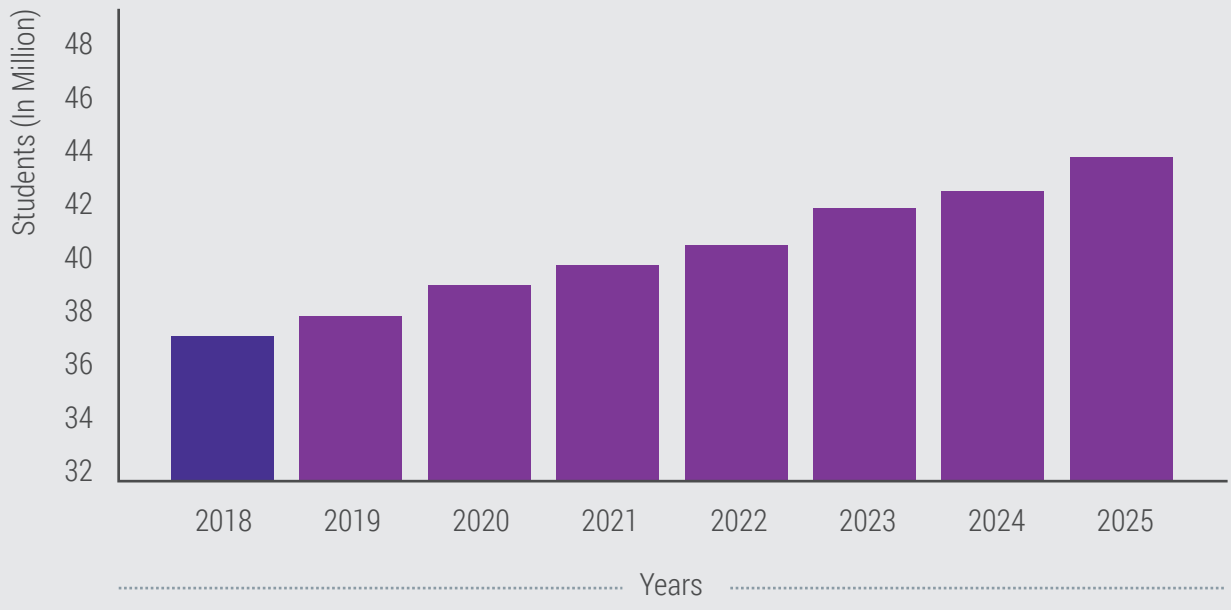
> *By 2021, it is estimated that online EdTech will be a USD 1.96 billion industry*
>
> *KPMG and Google*

The EdTech solutions are taking the digital learning landscape to a different level in India. Most of the solutions are experiencing effective adoption in **admission automation, operational efficiency & cost optimization, library management, placement management, alumni engagement, skill development, proctoring/ assessments, and classroom administration management.**

According to EY, approx 3,500 EdTech start-ups were operating in, however, only 7% of them got funded between 2014 to 2018. Of these, 182 EdTech start-ups attracted USD 1.34 Bn in 2018. Of these, only 52 start-ups (28.5%) received more than USD 1 Mn in funding, amounting to USD 1.3 Bn[xiii].

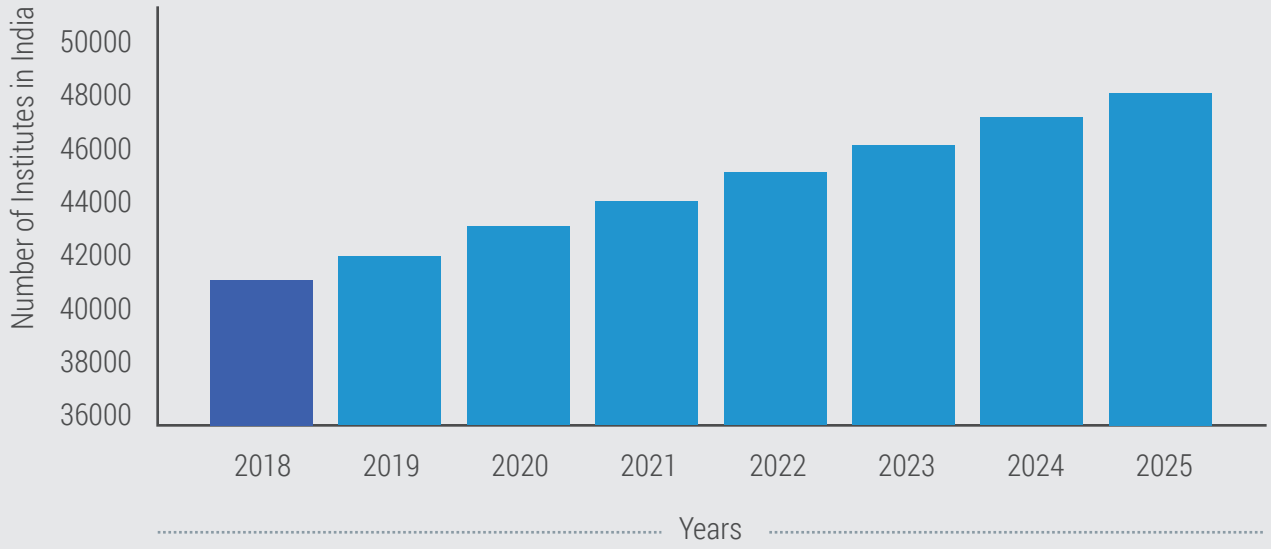
Two key parameters that have been able to facilitate decision making about EdTech solutions are Big Data and Analytics, which are also coming up as strong tools for strategic education management. For example, some EdTech companies offer data analytics to survey the educators' capabilities better and, in this way, recommend better learning paths for them.

Growth of Students Enrolment in Higher Education by 2025

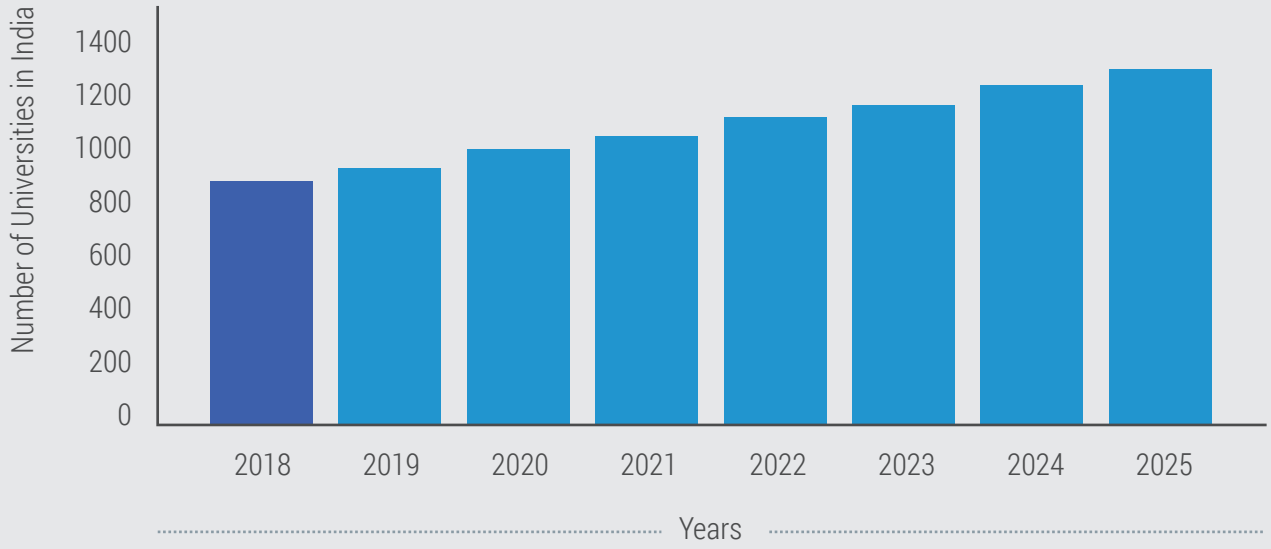


Horizon	Higher Education		Vocational Training
EDUCATIONAL INFRASTRUCTURE IN 2018	Institutes 41,139	Universities 903	Vocational Center 22000
GROSS ENROLMENT IN LAST FIVE YEARS (2014-2018)	36 Mn		4.5Mn
CAGR (2018 -2022)	2.4%		13.5%
GROSS ENROLMENT BY 2022	40.1 Mn		8.5Mn
ADDITIONAL INVESTMENT BY 2022	USD 100Bn		USD 40Bn

Number of Institutes in India by 2025



Number of Universities in India by 2025



UPSCALE YOUR INSTITUTION'S PROFILE ON NIRF RANKING

AFAIRS

The Great India Education Fair

ULAANBAATAR - MONGOLIA
12 - 13 Oct. '19.
Best Western Premier

DOHA - QATAR
16 - 17 Oct.'19. DIECC

SHARJAH - UAE
14 - 15 Nov.'19. Hotel Holiday Intl.

DUBAI - UAE
15 - 16 Nov. '19.
Radisson Blu, Deira Creek

RAS AL KHAIMAH - UAE
18 Nov. '19. Hotel Hilton Garden Inn

ABU DHABI - UAE
22 - 23 Nov. '19. Crowne Plaza

MUSCAT - OMAN
5 - 7 Dec. '19. Al Falaj Hotel

BANGKOK - THAILAND
15 - 16 Feb. '20.

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4.4. EDTECH AND PUBLIC POLICY ANALYSIS

With exponential growth of EdTech in Indian higher education sector, there are deterrent and challenges as well. Government policies in any nation bring both opportunities and challenges and India is no exception.

OPPORTUNITIES

- 3rd largest Education ecosystem in the world, with more than 900+ Universities and 41000+ institutes excluding several private training & vocational institutes
- Indian economy is poised for strong growth with an estimated GDP of USD 2.17 trillion by 2020 and is among top 5 economies in the world.
- Over 3500+ EdTech start-ups registered in India and expected to increase by 16.1% in next five year
- Over 50% of India's population is under 25; by 2030 around 140 million people will be in the age relevant for enrolment in higher education.
- Robust growth in mobile internet users reached up to 478 million by 2019 with 46% urban users and 57% of rural users under the age of 25, defining a connected economy.
- 100% FDI (automatic route) is allowed in the Indian education sector
- Innovation in deployment of emerging technologies (AI, AR, VR, Blockchain and Cloud Technology) through partnerships between industry and educational institutions to build talent.
- Digital initiatives of the Government including SWAYAM, MOOCs, SANKALP, STRIVE aided by the World Bank to boost Skill Indian Mission

CHALLENGES

- Digital infrastructure is still inadequate with respect to global internet standard route.
- Highly concentrated customer base in metro cities and not spread throughout nation. Due to this, EdTech companies are unable to fully tap the market potential in emerging tier 2 and 3 cities.
- Lack of overall awareness and hence investment in emerging technologies in higher education.
- Capital intensiveness of the EdTech sector
- Linguistic diversity not yet addressed by vernacular solutions lacking economies of scale.

4.5. EDTECH – BY REGION

North Region

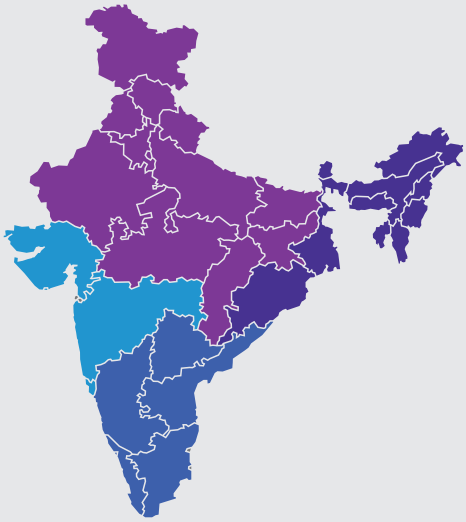
25.5% of EdTech Startups are based in North Region.

- 140+ Universities and 3800+ Institutes along with majority of Tier 1 and Tier 2 B Schools & Engineering colleges of India are concentrated in North Region.
- The regulators and policy makers in the North region makes it easy to access their privileges including the Start-ups India mission.

West Region

21.5 % of EdTech Start-ups are based in West Region

- 207+ Universities and 10600+ Institutes are concentrated in west region.
- Strong B-School and Engineering students base driving deployment of Learnings solutions, Skillset and Admission Automation.
- Favorable "Start-ups Innovation" policy to assist ideas and give financial support ignited the EdTech drive in this region.



East Region

19.4 % of EdTech Start-ups are based in East Region.

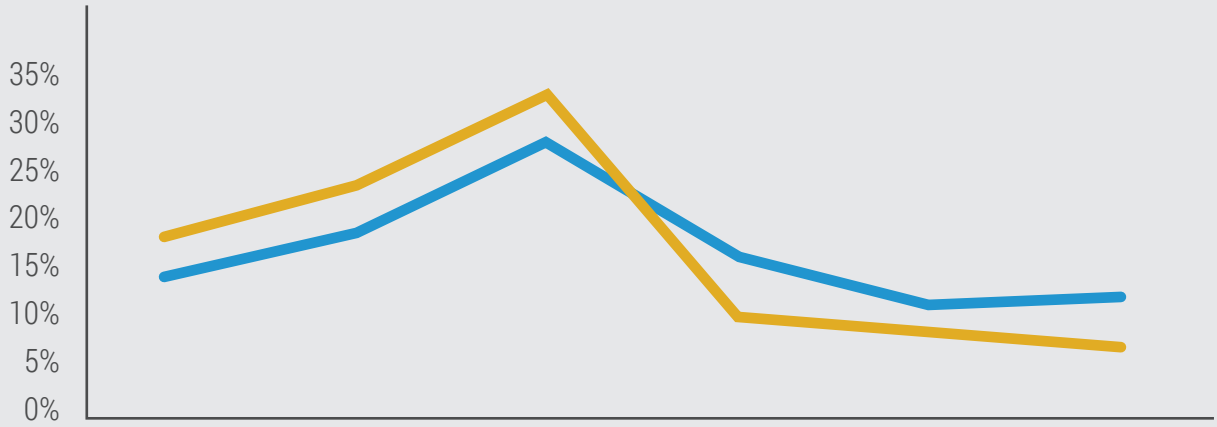
- Strong presence of 170+Universities and 5200+ Institutes, majorly Tier 1 and Tier 2 B schools & Engineering colleges has propelled the growth of EdTech Start-ups.
- Newly introduced "Start-ups India, Standup India" policy has bolstered growth of entrepreneurship in the eastern region.

South Region

33.6% of EdTech Start-ups are based in South Region.

- Presence of a strong start-up ecosystem i.e., incubators, investors etc coupled with the availability of huge tech talent base is driving the growth.
- Popular region for (Internet of Things (IoT) start-ups in India, with a share of over 50%. EdTech are other major focus areas.

4.6. EDTECH – BY SEGMENTATION



	Admission Automation Tools	Administration Tools (ERP & CRM)	Learning Management Tools	Alumni Management Tools	Placement Management Tools	Library Management Tools
2018	14%	19%	28%	16%	11%	12%
2025 P	18%	24%	33%	10%	8%	7%

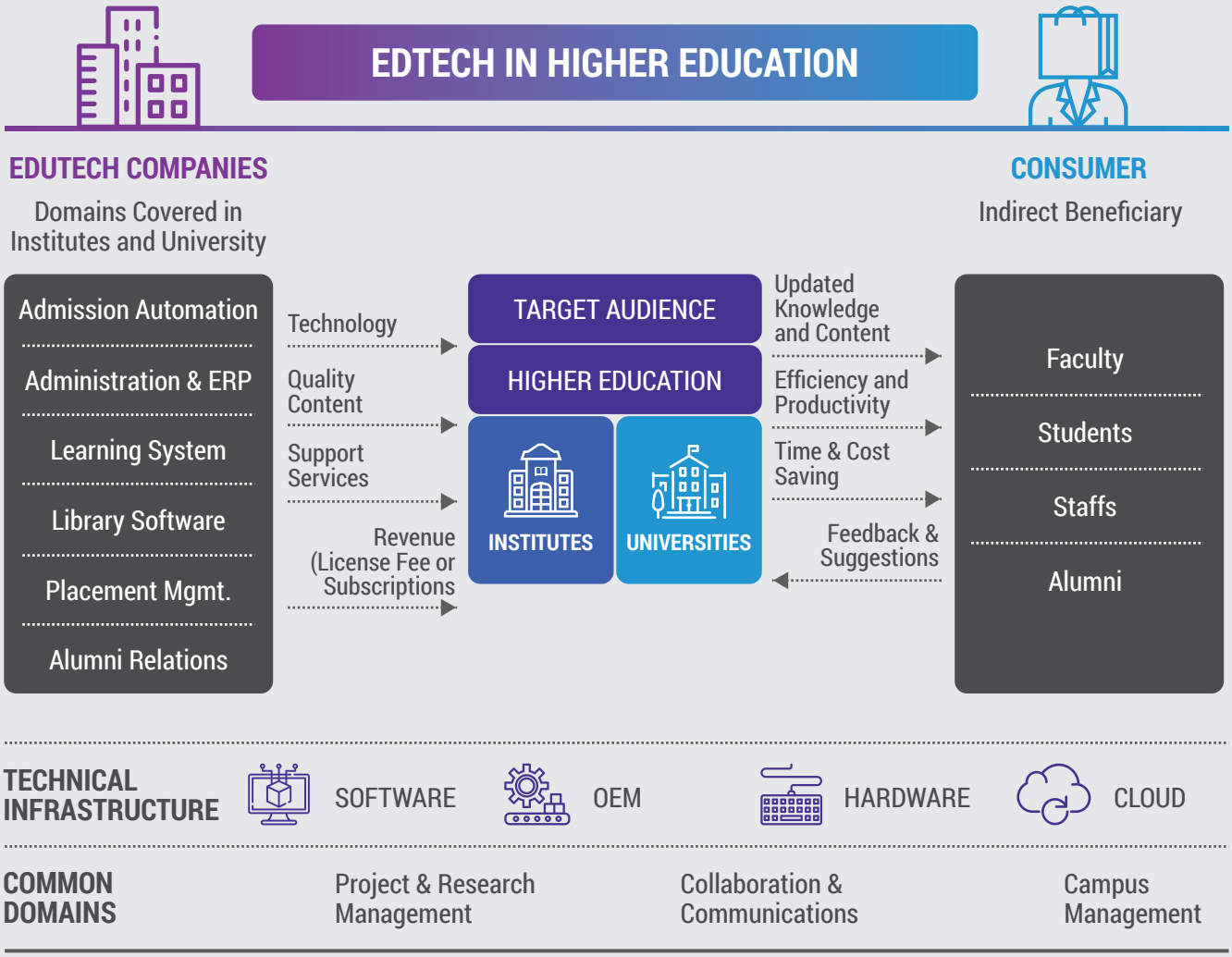
The most prominent EdTech tools in 2018 were Learning Management Software with 28% of Market share and projected to have 33% of market share by 2025.

The second most prominent EdTech tools in 2018 were Administration (CRM and ERP) at 19%, required for managing day-to-day operations of Universities and Institutes. Some of the major EdTech companies are Academia ERP, SOGUS, Campus Management, Juno, OpenEduCat etc.

By 2025, the admission automation tools market share will grow from 14% in 2018 to 18%. Admissions lead management and management is another process seeing serious EdTech impetus. **Some of the major admission management and lead management companies are NoPaperForm, ExtraaEdge, Form.Star, TargetX to name a few.**

The overall EdTech segments will be growing except exclusive library management tools market, Alumni and Placement Management, because of all-in-one campus management tools which also provides these as integrated features. The single domain software like Alumni, Placement and Library management will see slow growth by 2025.

4.7. EDTECH FRAMEWORK MODEL IN HIGHER EDUCATION



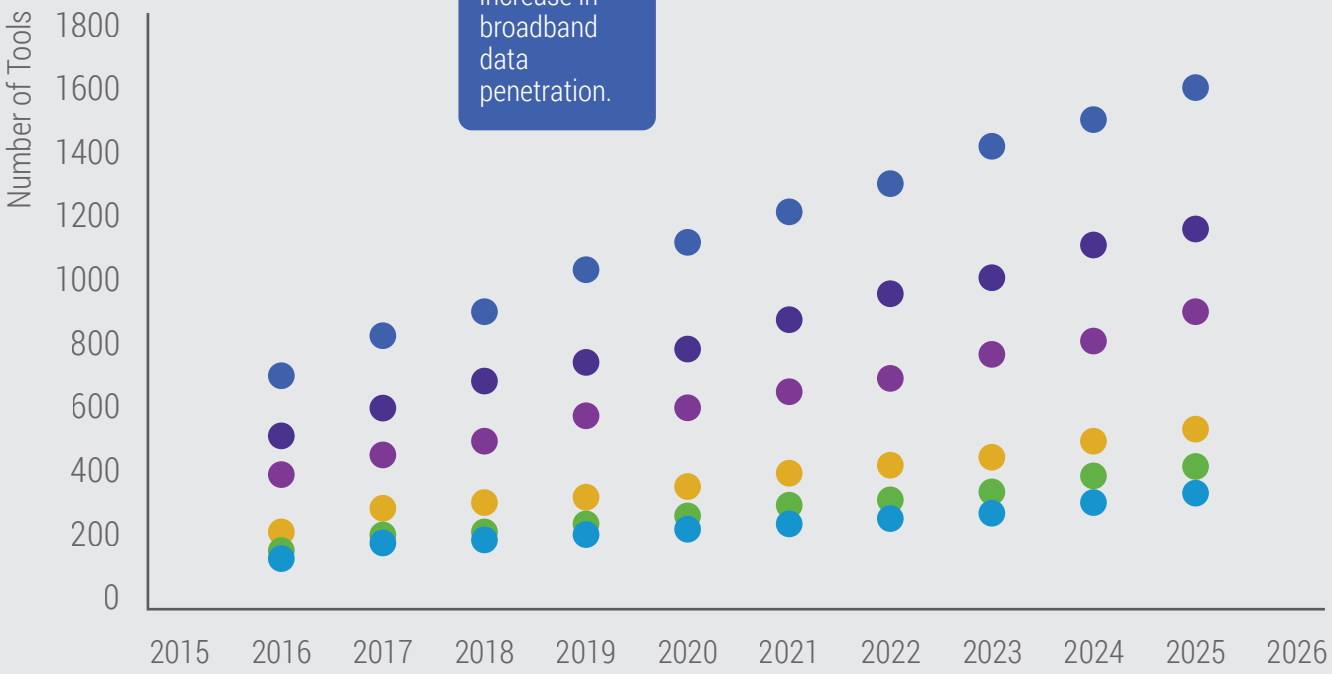
The EdTech industry is seeing the rise and advancement of near 3500+ new EdTech Start-ups catering to online learning and digital training. EdTech is catering to the mix needs of institutes and universities, through On premise and Cloud. AI, ML, VR, AR, Blockchain and Cloud Technology divided the market into two main segments. The B2B segment, which is primarily a direct beneficiary audience, are universities and institutes. EdTech are offering technology, support, content and more in return of revenue. The B2C segment which is indirect beneficiary, are accessible and approachable by EdTech directly in certain qualified segment, such are learning, research etc.

4.8. EDTECH SOFTWARE SOLUTIONS NEED VS AVAILABILITY IN HIGHER EDUCATION BY 2025

With a market with large number of companies to cater to an ever-increasing customer base, future growth will be driven by new technologies and integration.

Very high level as adoption of digital and online learning in Tier 1, Tier 2 cities with increase in broadband data penetration.

Expected slow growth in numbers of tools/solutions based on market demand. Potentially low monetizing opportunities in both B2B and B2C consumer segment in EdTech

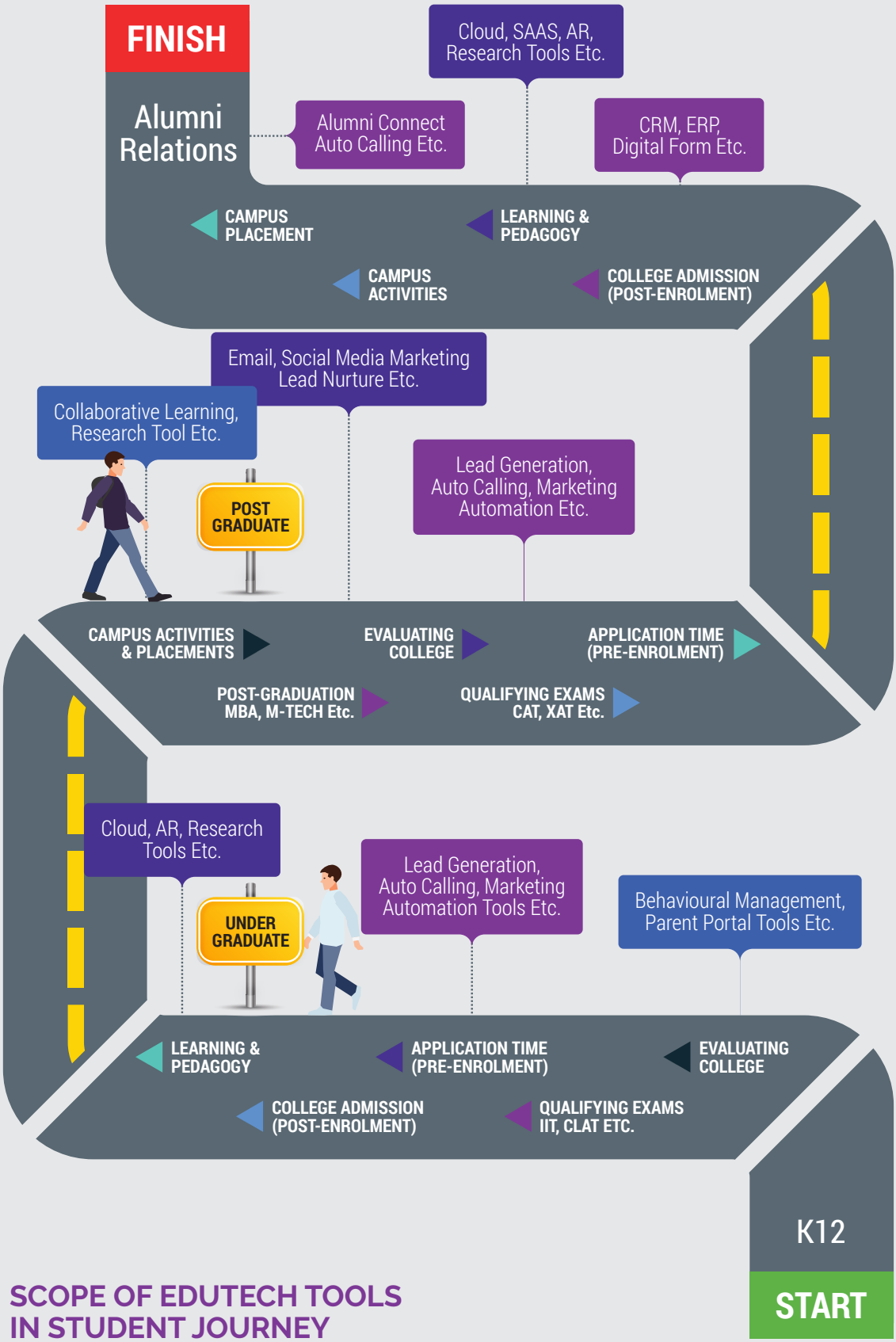


Admission	Administration	Learning	Library	Placements	Alumni
Expanding portfolios and driving integrations	Retaining customer base, shifting from single automation to Multi-Domains category for cost - effectiveness.	Rapid increase in customer base, increase scope for revenue.	New Campus management tools with integrated placement, alumni, and library management features.		

(Source: ASMA India, based on the sample collected and EdTech database available, 2019)

4.9. EDTECH IN ACADEMIC LIFE CYCLE

Understanding relevant areas where such EdTech tools can be used to optimise operational work and increase productivity of student, faculty and staffs.



SCOPE OF EDUTECH TOOLS IN STUDENT JOURNEY

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4.10. EDTECH USE CASES FOR UNIVERSITY AND INSTITUTES

LEARNING & RESEARCH

Smart Classroom to
Online Examination

ADMINISTRATION

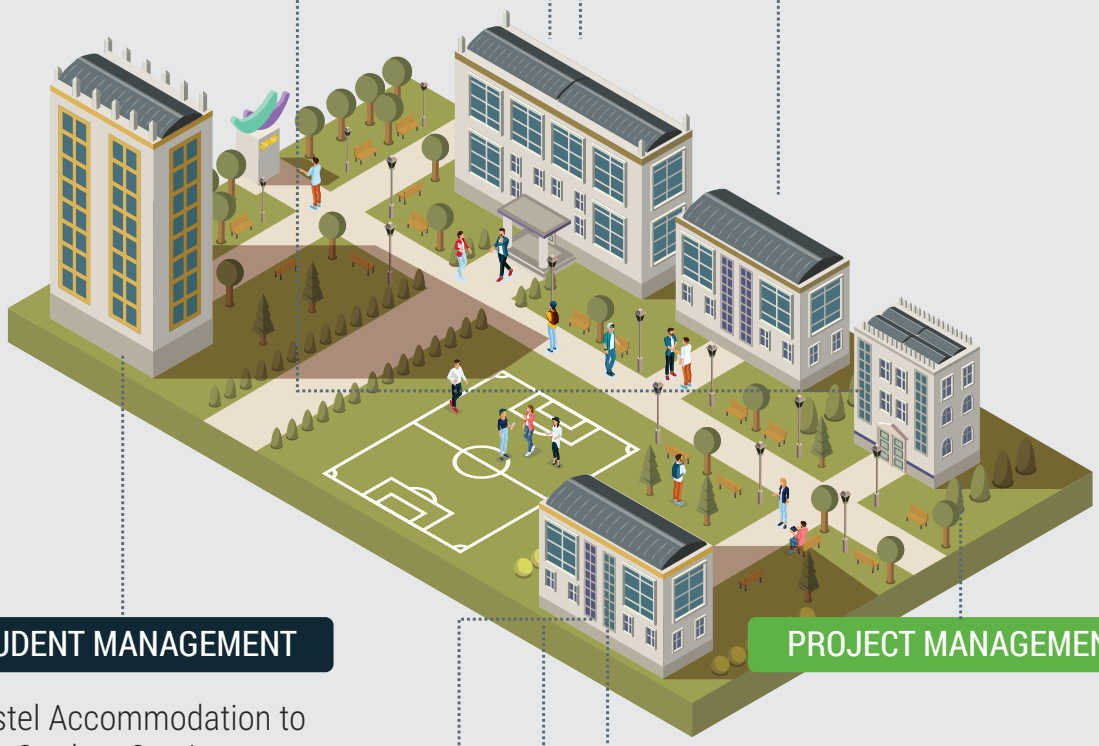
Online Application to
Result Processing

LIBRARY MANAGEMENT

Barcoding to
Inventory Management

ADMISSION AUTOMATION

Lead Nurturing to
Digital Enrolment



STUDENT MANAGEMENT

Hostel Accommodation to
Student Services

PROJECT MANAGEMENT

CLOUD MANAGEMENT

Internet to
Digital Storage

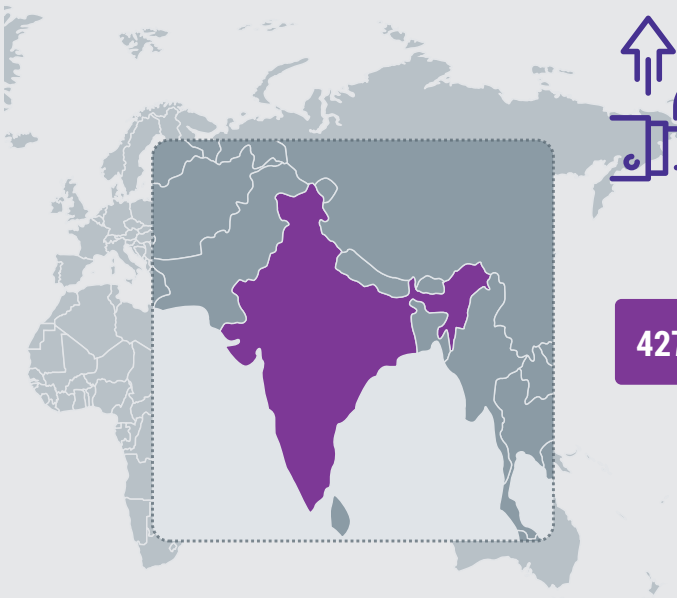
CAMPUS PLACEMENT

Resume Building to
Final Placement

ALUMNI MANAGEMENT

Database tracking to
Alumni Hosting

4.11. EDTECH HORIZON IN INDIAN HIGHER EDUCATION – BY 2020-2021



5th Largest Economy By 2020 With USD 3.3 trillion

By 2020, Largest Internet Users In The World 730+ million

42711 Institutes And 993 Universities By 2020

By 2020, Gross Enrolment In Higher Education Will Be 38.49 million

INDIA BY 2020 — 2nd LARGEST — The Education Industry With US$ 144 billion & Edutech Market With Usd 1.96 Bn

GOVERNMENT INITIATIVES

- Digital India Hackathon
- Multi Campus Model
- International Collaboration
- MOOC And E - Learning Investment
- Skill India

3rd LARGEST — EduTech Startups Funding Country by 2020

4.12. RECENT DEVELOPMENT AND FUTURE TRENDS

In past five years, more and more students are opting for industry-focused, skill-oriented qualifications. Majority of the universities are beginning to focus on skill development and provide suitable job opportunities. **The multi City Campus Model is very popular amongst Universities and Institutes to scale up their operations and expand in the untapped market of tier 2 and tier 3 cities. With this as a central decision-making mechanism, it is easier for seamless and standardized deployment of EdTech solutions.**

International Collaboration

In order to meet the need of new-age leaners who seek international exposure, many Indian universities and institutes have entered into joint venture agreements with international universities to provide world-class education. This has enhanced the learning curve of such universities about awareness of global EdTech solutions that can be locally relevant.

In January 2019, US-India Knowledge Exchange (USIKE) has started to encourage collaborative research and innovation in various fields and is expected to invest USD 20 Bn by 2020. Such initiatives and corpus will be a shot in the arm for Indian EdTech ecosystem.

Emerging Technologies

AI, ML, AR, VR, Blockchain and Cloud Technology are poised to be the next frontier of computing with big players like Apple, Google, Microsoft, Amazon putting their weight behind the development of deeptech for use in education sector.

Innovation to advance early education propensities is seeded by a capitalist. Digital education starts to outpace scholastic proficiency in some periphery of smart classroom.

4.12.1. EdTech Projection – By 2022

Digital Assessment

It will be done through facial recognition to ensure the student is taking the assessment (not someone else). The Retina movements being assessed to determine if the student is taking visual cues from off-the-screen Mouth movements being recorded to determine if the student is discussing the question with someone else.

Artificial Voice Intelligence

AVI will work on intelligence model where question would be asked and answered verbally with voice recognition software ensuring only one student is answering questions, comparing with the benchmark algorithm.

Virtual & Augmented Reality

VR will work as classroom environment for students without having tangible material in hand, and able to watch and participate in medical procedures. Conduct scientific experiments without any risk.

4.12.2. EdTech Projection -By 2025

Blurred Modalities

It will work in support with face-to-face learning to merge with augmented reality.

Applied Education

It will work on robust robotic model reducing physical human interaction, proving access to universities without attending and focusing more on experiments.

Advanced Biometrics

It will work on Artificial Intelligence Biological Responses Model which will take measures, monitor and assess sweat gland stimulation, heart rate, eye position, and other data to provide real-time learning feedback not just for educators, but also for companies for the purpose of analytics, market research, and ultimately consumerism.

40% Of All Higher Education Institutions Will Be Using Virtual Reality In The Classroom By 2025.

70% Of All Higher Education Institutions Will Be Using Campus Administration System By 2025.

56% Of All Higher Education Institutions Will Be Using Mobile Application By 2025

47% Of Higher Education Institutes Will Be Using AI in Enrolment By 2025

62% Of Institutes In India Will Have MOOC And E-Learning Platforms By 2025.

38% Of Institutes In India Will Have Digital Assessment System By 2025

4.13. KEY POINTS AND RECOMMENDATIONS

Market Size Highlights

- **The global EdTech market** is expected to grow at 17% per annum to USD 611 Bn by 2025, led by an explosive growth in the Asian region.
- **The Chinese EdTech market** will reach to USD 105 Bn by 2025 with a CAGR of 20%.
- **The Indian EdTech market** potential is expected to reach USD 30.8 billion by 2025 with a CAGR of 42.5%.
- The FDI in Indian education sector is estimated to be USD 5.85 Bn by 2025, up from USD 2.1 billion in 2018.
- **The gross enrolment in higher education is expected to reach 43.6 Mn by 2025.**

EdTech Across Geographies

a. Mature Market

- **The American region is a mature market** for EdTech with USD 29.9 Bn in 2018 which will grow at a CAGR of 21.9% to USD 98.17 Bn by 2025.
- **European region is matured,** which will grow from USD11.69 Bn in 2018 to USD 28.42 Bn by 2025 with a CAGR of 16%, comparatively lowest among all the regions.

b. Growing Market

- **Whereas ASIA region is considered to be a growing market** and is expected to grow from USD 18.25 Bn to USD 136.42 Bn by 2025 with a CAGR of 39.8%.

c. Upcoming Potential Market

- The **African region can be seen as potential upcoming market** for EdTech and is expected to grow from USD 2.1 Bn in 2018 to USD 13.23 Bn by 2025 with a CAGR of 35.9%.

Technologies in Higher Education

- It is predicted that the use of classroom Artificial Intelligence may increase by 47.5% from 2018 to 2021.
- The global demand for Machine Learning courses will increase by 36% in 2022 from 11% in 2018.
- The Global Virtual Reality Market in Education Sector to grow at a CAGR of 59.14% between 2018–2022.
- Global Blockchain industry in Education is **estimated** to be worth between $4.6 trillion and $6 trillion by 2030.

Recommendations

- Integrate technologies in classroom to make learning more interesting and visual for students.
- Enable faculty the access to a variety of curricular and pedagogical models, via technology.
- Train staff to work on ERP & CRM tools to manage time, increase efficiency and productivity
- Use an alumni and placement management software to manage huge volume of data and records of alumni and students.
- Build AI and ML based course curriculum to enhance skills of students.
- Use of AI based anti-cheating tools for reducing cost and efforts with paperless examination process.
- Integrate cloud based confidential feedback system for smooth operation and resolving student's grievances.

4.14. OFABEE LAUNCHES ITS SERIES OF EDTECH PRODUCTS THAT MEETS THE FUTURE OF ONLINE EDUCATION

With the vision of "Revolutionizing the way of Learning and Teaching", Ofabee turned to be the 'real companion of future online education' for its bang-up in multiple educational platforms like,

- Online Course Delivery Platform + Learning Management System (LMS)
- Virtual Classroom
- FutureRoom

Ofabee has launched its products after so much of the research and studies regarding the challenges and future path of online education. This has made it to solve almost every challenge and come up with brilliant initiatives that would help in online learning and teaching.

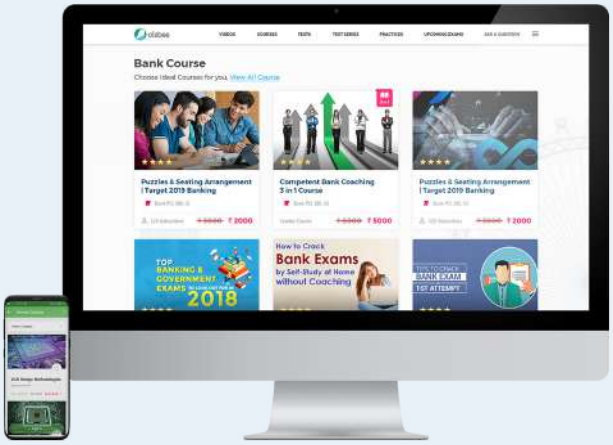
Ofabee, an award-winning online eLearning platform, basically focuses on Educational Institutions / Universities and Colleges to help them deliver advanced online education through online courses and live classrooms in order to level-up the present scenario of classroom learning and teaching.

Within a short span, Ofabee reached the forefront of Online Education and turned out to be the pioneer in EdTech platforms.

> *"As a team our mission is to be the leading EdTech Company by delivering innovative products to make education more accessible to learners, individual tutors and educational organizations"*
>
> — Ayyappan Asokan, CEO

Stunning Online Schools with Ofabee LMS Platform

Ofabee LMS (Learning Management System) Platform is a fully customized all in one online course delivery platform where you can upload and deliver your courses in your own brand and logo. Ofabee provides a platform to create a stunning online school where you can enroll an unlimited number of students; add numerous faculties and any number of courses.



Ofabee helps to:

- Design the curriculum of course with varied categories.
- Upload as many Audio/Video/image/ text/ PDF file and other content formats.
- Add assignments, quizzes, discussions & mock tests to each section & sub-sections.
- Provide Course Completion Certificates for your students.
- Sell Courses & Receive Payments Online.
- Enables numerous kinds of classes, coaching/training and more.
- Provides Android and iOS Apps.

Check out more features of Ofabee- Online Course Delivery Platform

Try Ofabee for Free!

Major breakthrough of Sanjay Ghodawat Group of Institutions with Ofabee LMS Platform

Ofabee provided the LMS Platform to the reputed Sanjay Ghodawat Group of Institutions through which they can deliver their courses online so that the students can access it and learn from anywhere without any barriers.

With Ofabee, SGI (Sanjay Ghodawat Group of Institutions) provides online courses to more than 16,000 students of their institutions including Sanjay Ghodawat IIT & Medical Academy on the first phase and further to provide online courses to IIT & Medical aspirants all over India.

A Virtual Classroom that actually WORKS

Ofabee marked its name to provide a trouble free and quality virtual classroom that actually works. The Virtual Classroom keeps its stand as the most user-friendly and reliable live classroom solution where you can take live classes without any limit.

Virtual Classroom by Ofabee has changed the whole concept of old age interrupted live classroom delivery, by providing simple, user-friendly, high definition, and uninterrupted live classroom solution in just a click away.

Virtual Classroom enables high quality video collaboration and allows your students to get engaged from anywhere, at any time, and on any device.

Virtual Classroom provide you with,

- HD live audio and video classroom solution
- Session recording without installing any other software or browser plugins.
- Whiteboard that supports drawing tool, LaTEX math equations, draw shapes & symbols and more
- Easy file sharing in the chat window with automatic preview of image files etc.

Ask for Free Demo of Virtual Classroom

FutureRoom for Immersive Visual Interactive Classroom

FutureRoom is a virtual classroom solution, which gives an immersive visual interaction experience and transforms the learning experience through elements that include artificial intelligence, simulations in real-time, emotion recognition systems and more.

The FutureRoom offers up to 125 screens, configured into HD video with & audio systems for host interactive sessions that allow the moderator to engage with remote delegates all over the world.

It is a brilliant solution where any student at any time and from anywhere could engage in learning or discussions precisely and could share files, screens and documents to make your discussion more accurate.

FutureRoom enhances the teaching and learning environment where participants can interact, communicate, view, discuss topics and engage with learning resources in an online/real-time setting. This solution is optimized to utilize user's existing internet connection and requires very low bandwidth.

With FutureRoom,

- Bring a full-dive visual experience and revolutionize the teaching scenario of your institution to an advanced level.

- Provide high level of interaction without geographical concerns and helps in expanding student knowledge base from anywhere anytime.

FutureRoom Aspects

- High Definition AV Conference
- AI Based Analytics
- Multimedia Content Sharing
- Language Translation
- Breakout Rooms
- 'Raise Hand' Option
- 'Push to Talk' Option
- Polls / Surveys and more.

FutureRoom for SP Jain's ELO Room

SP Jain School of Global Management is a pioneering business school that provides practical global business education with campuses in Sydney, Mumbai, Singapore and Dubai. The school offers undergraduate, graduate and postgraduate business courses. We have provided FutureRoom for SPJ to manage classes virtually so that students can participate in classes from anywhere in the world.

FutureRoom allows the students and instructors to participate in live classes to engage and interact. The instructors teach, and students learn in an immersive virtual classroom via internet-enabled technology devices. They can interact with world-class faculty, share ideas with their peers, collaborate on assignments, and break out into teams to discuss and more.

Below is the demonstration video of FutureRoom which is used in ELO Room by SP Jain School of Global Management

www.youtube.com/embed/IyH8OFtCW-I

More about the Company

Ofabee is the flagship product of Enfin Technologies, an award-winning EdTech and RTC application Development Company with a decade of excellence. Enfin has been building, maintaining and supporting enterprise and start-ups exclusively for educational technology and real-time communication since 2009.

The initiatives of Enfin Technologies on EdTech includes Ofabee- an interactive and engaging cloud-based all in one Online Course Delivery/Selling Platform (LMS Platform) & Virtual Classroom and, FutureRoom - a new age immersive virtual classroom solution, are fully customized for Educational Institutions, Corporate Sectors & Skill Development Institutions to provide quality education with advanced technology worldwide.

Ms. Remya P R

Digital Marketing Executive
Enfin Technologies

4.15. EMBRACING DIGITALIZATION - THE NEXT BIG DISRUPTION IN ACADEMIA WITH MUNI CAMPUS

This article addresses the recent & real-life problems that higher education institutes are facing today. Affirming the trends in AI and Data Science, we at mUni Campus focus on how we harness these technologies to tackle the disruption in academia.

Introduction

We all are aware of most of the challenges in running any academic setup be it a university, college or corporate training. Most of us have experienced the issues in learning outcome, downfall in the **Placements and enrolment,** Why is this happening? Why are institutes opting for closure rather than providing education? We all know the answers of these questions but perhaps the missing link is how to implement the solutions. How do we bring the turn-around? How to bring in agility for adopting best practices and scalable solutions? Where do we look for the successful models? Perhaps the simplest and the most obvious thing is to look at the leading universities and how they did it. Most of the top universities in the West have done major digitisation across various departments, education delivery and processes for improving efficiency, reducing cost, learning outcome and many more in last three decades. However, can we afford to build it brick by brick?

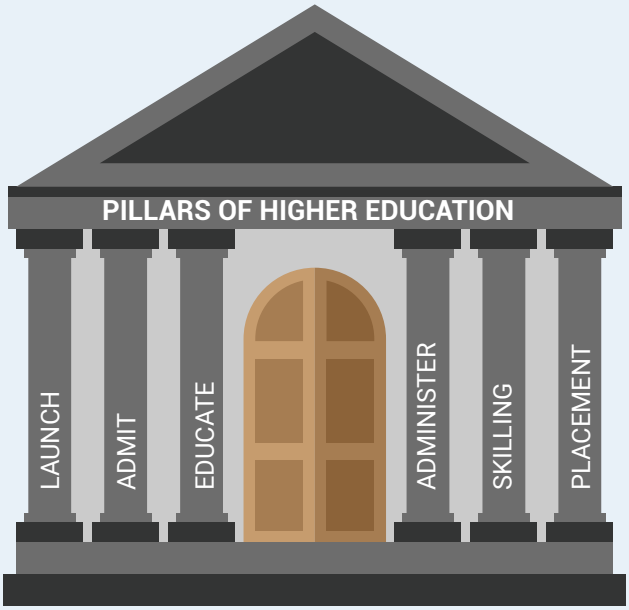
We all wish if we could do some or all of the following:

- Improve enrolment rate, quality and decrease in per enrolment cost
- Improve the learning outcome
- Improve internship and job placement
- Improve operational efficiency
- Reduce overall cost
- Develop best course curriculum
- Train faculties
- Get timely market insight
- Reduce workload
- Get ahead of competition
- Connect multiple silos systems
- Bridge the gap between the skills of the students and the industry requirements
- Reap the fruits of Digitisation without much cost and at ease
- And many more

Transforming Higher Education with Digital Stack and the Power of AI

In search of materializing the above dreams for academic world, mUni Campus has developed digital stack which covers **360° integrated solutions for digitzation of various** process within an academic setup with the power of **AI and Data Science** which makes mUni solutions data driven and intelligent.

mUni Campus provides Higher Education digital stack and infra for improving efficiency of any academic setup either in a University, corporate or college. mUni's mission is to eradicate the birth penalty by offering access to education for everyone. mUni has rolled out a Digital Stack framework around six pillars of higher education, namely: Course Design & Launch; Admit; Educate; Administration; Skilling beyond university curriculum and Job Placement.



Pillars of mUni Campus Supporting an educational institute

You can now use single or multiple suite of services from mUni digital stack from single mUni campus cloud platform which is running on AWS. It has got end to end services to manage various processes right from designing a course based on AI; course launch on Marketplace; lead tracking, online application, end to end admissions process management; program delivery with integrated, social, collaborative Learning Management System and live video lecture delivery; administration ERP; skilling to internship and placement management suite.

Now as a Vice Chancellor, Director, Owner, University Administrator, Training & Placement head or Learning and Development head you do not have to deal with several IT solution providers for various disjointed digital solution pieces like LMS, ERP, Attendance System, MOOC, Smart class, placement system, learning app, education marketplace, grading, analytics, lead management, online application etc.

You get all the possible solutions at one single cloud based platform with robust processes bundled inside. All this for the most important objectives of improving operational efficiency, learning outcome, employability, enrolments, etc. respectively.

Check **www.mUniversity.mobi**

Conclusion

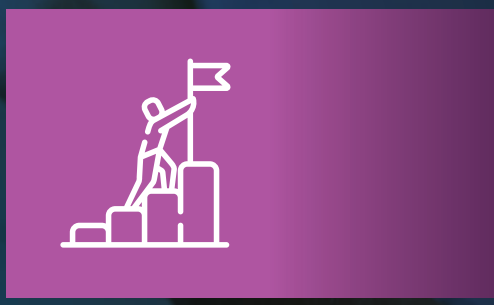
Using exponential technologies for development is possible. Especially for the institutes as these technologies can help in the all-round development of the institute. Hence, we look at using these technologies and easing out all the troubles of the institute through our mUni Campus online portal which provides 360° solution to all the institutional needs.

Mr. Bhupesh Daheria

Founder - mUni Campus, Digital Stack for Education CEO, Aegis School of Data Science, Cyber Security & Blockchain

5.

Top 50 EduTech Tools in Higher Education 2019



Technology Meets Academia

5.1. OVERVIEW

For stakeholders in the academic landscape, the biggest change in higher education doesn't relate to rankings or even use of online courses, but rather the reason students enroll in the first place. It is quite evident that today's students enroll for very practical reasons which can be to improve employment opportunities, to make more money, aspire to work for a particular brand, affinity to work overseas and have control over time. This means that higher education institutions need to do more than just increase career services budgets; they must ensure the right technology interventions are done so that students are equipped with the skills sought by the industry or the ability of the students to be accepted in the international diaspora. Leveraging technology in higher education can go a long way to improve efficacy for the batches.

Offline learning must be augmented with flipped classrooms and also dynamic classrooms that require students to view notes ahead of time and answer formative assessments. Such interventions can ensure that faculty are able to focus classroom time where students need deeper understanding and not spend time merely to introduce concepts. Technology can support easing out administrative tasks, active learning and utilize devices to revert to follow-up questions in real time. Such interventions will be able to provide predictive analytics systems that guide both interventions and student expectations for which the educationists and leaders must know the right edutech tools to deploy for efficiency and efficacy. New technology and new learning models are exciting and offer unimaginable possibilities to educators at large but they require the right choices to be made with availability of constant IT support. As educational institutions continue to jump on the bandwagon of adopting these digital transformation solutions, one must consider the current paradigm for silo-based instruction approach and move toward a team-based environment. As student expectations increase, responsiveness to those needs must increase at a faster pace.

Thereby, ASMA 'Top 50 EdTech Tools in Higher Education 2019' is an Exclusive Report of Best-In-Class EdTech Tools for Academia, which focuses on identifying the challenges faced by Indian higher education space and brings in insights on how well these tools can solve problems faced in Admission Marketing, Institute Operations, Research, Learning and Teaching, Classroom Management, Library Management, and others. The tool digs deeper in showcasing how user-friendly and cost-effective these tools are, how these tools can transform academia and many more benefits. The report reveals the several hidden aspects of technology that have potential to transform academia significantly.

EdTech in Higher Education

3000+
Startups in Education

600 Mn.
USD for last five years

5X
Funding increased from 2013 - 2016

Investment in EduTech Categories

20+
Active Investors

Invested Solutions

42%	Digital and Online Courses
41%	Institutional-Process Automation
10%	Skills Certifications
7%	Others

Growth Indicators for EduTech Sector

108%
Growth in total funding from USD 2 Bn in 2017 to USD 4.2 billion in 2018

120%
Funding growth for AI, ML, Blockchain startups with USD 150 million investments in 2018.

12.2%
Increased Government Budget for education sector to USD 13.62 billion.

EduTech Startups In India

unacademy	2018	USD 38.5 Mn
NoPaperForms	2017	USD 5.4 Mn
leverage edu	2017	USD 1.8 Mn

5.2. LISTING OF EDTECH TOOLS

ADMISSION AUTOMATION

Nopaperforms	NoPaperForms
Lead Squared	leadsquared
Extraaedge	extraaedge predict admissions!
ORAI	ORAI-ROBOTICS.COM ORAI VIRTUAL ROBOTIC ASSISTANCE
Form.Star	formsdotstar India's largest forms platform
EPravesh	ePravesh Your Admission, Our eSolution.

ADMINISTRATION

Academia ERP	ACADEMIA
Ruby Campus	rubycampus
Campus 365	cämpus 365
ZOHO Creator	ZOHO
SISAR CAMS	SAGOUS
Creatrix Campus SIS	Creatrix Campus
IFW Campus ERP	IFWCampusERP 2.0 Simplifying Automation
Ellucian	ellucian.
Panasonic	Panasonic

LEARNING MANAGEMENT

AlphaLearn	ALPHALEARN
VClassRooming	VCLASSROOMING
Ipix	IPIX
Endnote	Clarivate Analytics
EduTech	edutech
Mettl	MERCER | mettl
Blackboard	Blackboard
EduSwitch	eduswitch
Eklavvya	Admitek by SevenM

LIBRARY AUTOMATION

SMARTLIB	SMARTLIB Integrated Library Management Software
XIPHIAS	XIPHIAS
NewGenLib	NewGenLib BEST OPEN SOURCE LIBRARY SYSTEM
KOHA LibLim	LibLime Koha
Code Achi	Code Achi we make IT happen
Cybrarian	cybrarian Library on the move

CoderRobotics Studio	

PLACEMENT MANAGEMENT

Reculta	
Superset	
Bridgingo	
Ubitech Solution	
Talent Recruit	

ALUMNI MANAGEMENT

VAAVE	
Alma Hub	
Alma Shines	
Alma Connect	
Univibe Network	
Alma Base	

MULTI-DOMAINS TOOLS

JUNO	
mUni	
Deskera	
Mastersoft	
OpenEduCat	
My Class Campus	
Edusys	
TCS ION	

The Most Innovative Tools for Admission

5.3.1. Overview

India ranks second in the world with regard to student enrolment in higher education. The country has 35.7 million people enrolled in higher education.

On the 2018 Legatum Prosperity Index, an annual study which evaluates 149 countries on several factors, India stands at the 104th spot in education. While the ranking of the learning ecosystem may be challenged, the enrolment in higher education has gone beyond what a manual system and accounting can deal with. Automation in lead generation and admissions is imperative for higher education sector. **With an estimated increase in number of universities to 1100+ and institutes to 44000+ by 2025*** in India, automated admission framework or e-admission becomes a must-have solution to make admissions simple.

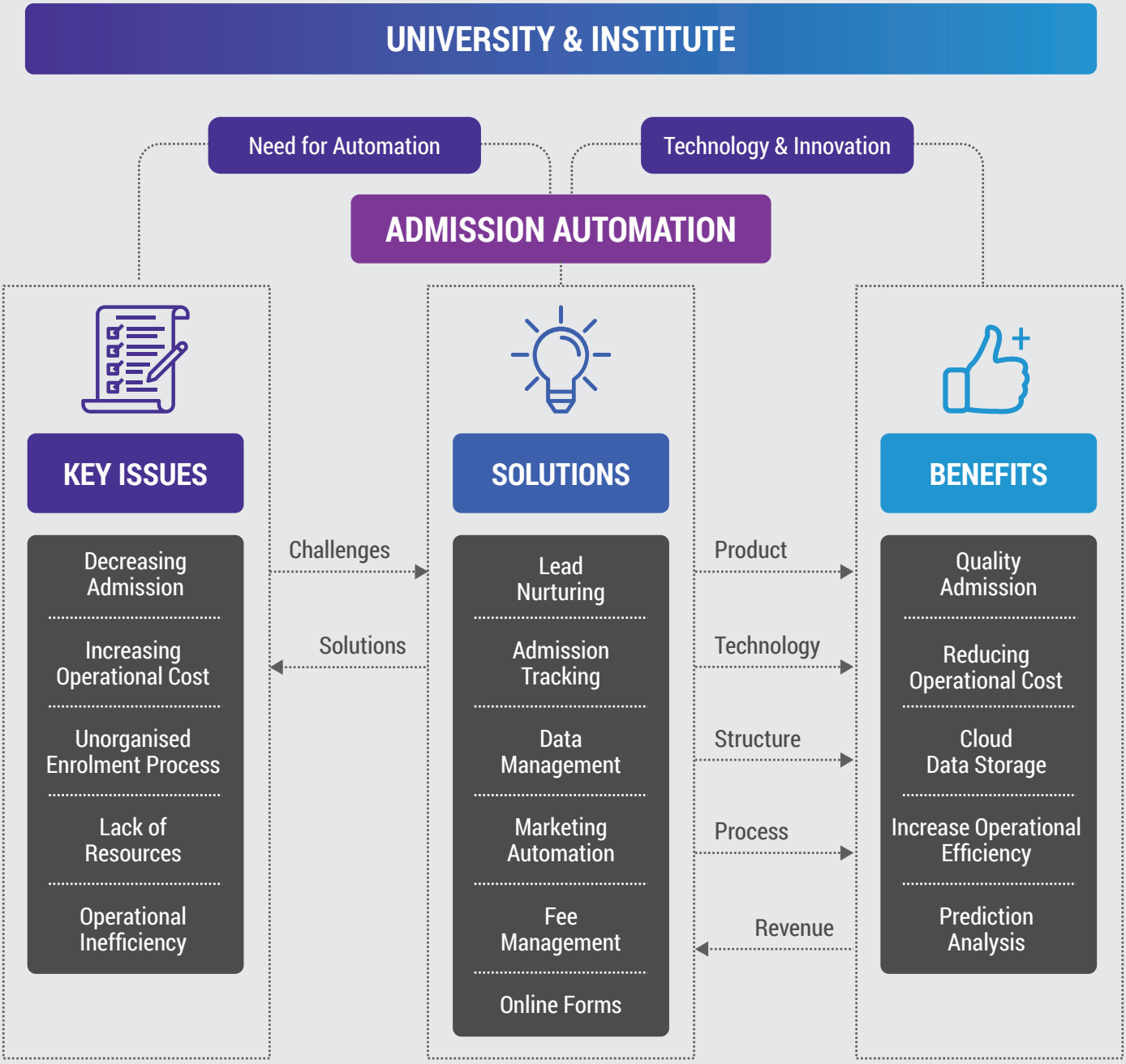
> *By 2025, admission automation solutions are expected to be a USD 5.6 Bn market, contributing to 18% of overall EdTech market in India.*
>
> — ASMA Research 2019

The emerging admission technologies are increasingly enabling institutes and universities to develop smoother, admission processes. The technology is able to provide lead generation, marketing automation, predictive analytics, student enrolment management, application management to name a few. This ultimately is expected to help institutes and universities to fill up their allocated number of seats. The objectives of admission automation tools are to structure admission processes, provide support to administrative bodies, facilitate students in filling forms and provide faster, transparent and easy way for student enrolment. It also becomes a core tool for data and trends when marketing analysis and or statutory audits are undertaken.

Asia-Pacific region is expected to witness the highest growth as the rise in the Indian population indicates the significant opportunity for the admission management software solution as this software is not only capable of managing the admission procedures but are also well-equipped to handle the interface with both parents and students. The increase in the number of admissions from foreign countries (international students) is bound by certain obligations, evaluating student applications based on varying parameters is a challenge, which can be catered to by the deployment of the admission management software, which is one of the major factors driving the market forward.

> *According to research, 30% of Institutes which used admission automation tools have seen an increase in their student leads enhancements and hence an increase in the conversion ratio.*

5.3.2. Scope of Admission Automation



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www.bridgingo.com

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BRIDGE TO INDUSTRY!

50+ Cities

100+ Employers

10000+ Students

Placements and industry internship opportunities for your students

Leverage your wide alumni network for student benefits

Facilitate LIVE knowledge sharing sessions with industry-based experts

FREE Subscription for an Year

NoPaperForms

www.nopaperforms.com

The new tech start-up in education focusing on providing easy and paperless admission process for institutes and universities.

Corporate Office: **New Delhi, India**
Area: **Enrolment Automation**
Delivery: **Pan India**
Website: **www.nopaperforms.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **sales@nopaperforms.com**

RATING

Overall	★★★★★
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

- Lead Management
- Lead Integration
- Application Management
- Marketing Automation
- Campaign / PR Management
- Predictive Analysis
- User Management & Integration
- Cloud Storage and Hosting
- Analytics & Reporting
- Chat Bot and Live Chat

Usage - Diversity

Domains Covered

- Admission
- Admin
- Learning
- Library
- Placement
- Alumni

User Friendliness

Device

- Desktop
- Mobile
- Tablet

Deployment

- Cloud
- On - Premise
- Hybrid

Access Levels

- Basic (1 - 3)
- Intermediate (4 - 5)
- Advanced (6 +)

User Experience

- Excellent
- Very Good
- Average
- Fair

Training & Support

- Phone
- Email
- Chat
- Help

Affordability

INR - Million

- High (0.01 Mn - 0.29 Mn)
- Medium (0.3 Mn - 0.79 Mn)
- Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

- Cloud (AWS)
- On - Premise
- Hybrid

Disaster Recovery and Data Backup

- Automated
- Manual
- Hybrid

leadsquared

www.leadsquared.com

The well-known organisation in education working as a complete marketing automation platform for institutes and universities

Corporate Office: **Bengaluru, India**
Area: **Marketing Automation**
Delivery: **Pan India**
Website: **www.leadsquared.com**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **sales@leadsquared.com**

RATING

Overall	★★★★½
Features	★★★★½
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Lead Management | Lead Integration | Application Management | Marketing Automation | Campaign / PR Management | Predictive Analysis | User Management & Integration | Cloud Storage and Hosting | Analytics & Reporting | Chat Bot and Live Chat

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy: ✓ Yes | ✗ No

User Metrics: Limited | Elaborate

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

extraaedge
predict admissions!

www.extraaedge.com

The new tech start-up focusing on Admissions and Marketing Automation CRM Software for the education industry.

Corporate Office: **Pune, India**
Area: **Enrolment Automation**
Delivery: **Pan India**
Website: **www.extraaedge.com**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **marketing@theextraaedge.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Lead Management | Lead Integration | Application Management | Marketing Automation | Campaign / PR Management | Predictive Analysis | User Management & Integration | Cloud Storage and Hosting | Analytics & Reporting | Chat Bot and Live Chat

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

ORAI
VIRTUAL ROBOTIC ASSISTANCE

www.orai-robotics.com

ORAI is a AI-Powered Robotic Virtual Assistant for Institutions. The Disruptive Technology and AI algorithm engages with prospective students and Improves the Conversion Ratio by 50 -200%.

Corporate Office: **Bangalore, India**
Area: **Lead Qualification**
Delivery: **Pan India**
Website: **www.orai-robotics.com**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **sujit@e2eprojects.in**

RATING

Overall	★★★★½
Features	★★★½
Usage Diversity	★★★★½
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★½

KEY PARAMETERS

Features

Features Covered

Lead Management | Lead Integration | Application Management | Marketing Automation | Campaign / PR Management | Predictive Analysis | User Management & Integration | Cloud Storage and Hosting | Analytics & Reporting | Chat Bot and Live Chat

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy: ✓ Yes | ✗ No

User Metrics: Limited | Elaborate

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

The organisation in education focusing on providing state of the art enrolment management system.

Corporate Office: **New Delhi, India**
Area: **Admission Automation**
Delivery: **Pan India**
Website: **www.formsdotstar.com**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **support@formsdotstar.com**

RATING

Overall	★★★★★
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★½☆
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Lead Management | Lead Integration | Application Management | Marketing Automation | Campaign / PR Management | Predictive Analysis | User Management & Integration | Cloud Storage and Hosting | Analytics & Reporting | Chat Bot and Live Chat

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

Online Admission System to manage form filling, Merit List Generation, fee collection.

Corporate Office: **Pune, India**
Area: **Digital Admission**
Delivery: **Pan India**
Website: **www.epravesh.com**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **info@epravesh.com**

RATING

Overall	4.5
Features	4.5
Usage Diversity	2.5
User Friendly	4.5
Affordability	5
Privacy and Security	5
Storage and Recovery	4.5

KEY PARAMETERS

Features

Features Covered

Lead Management | Lead Integration | **Application Management** | **Marketing Automation** | Campaign / PR Management | Predictive Analysis | **User Management & Integration** | **Cloud Storage and Hosting** | **Analytics & Reporting** | **Chat Bot and Live Chat**

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | **Mobile** | **Tablet**

Deployment

Cloud | On- Premise | Hybrid

Access Levels

Basic (1 - 3) | **Intermediate (4 - 5)** | Advanced (6 +)

User Experience

Excellent | **Very Good** | Average | Fair

Training & Support

Phone | **Email** | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn)

Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy: ✓ Yes | ✗ No

User Metrics: Limited | **Elaborate**

Storage and Recovery

Storage Hosting

Cloud (Microsoft Azure) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

5.3.3. Emerging Tools - By Region

	ASIA REGION	AMERICAN REGION
	Triny.i	TARGETX™
Corporate Office	New Delhi, India	San Francisco, USA
Area	Voice Assistance Admission	AI Based Students Engagement
Delivery	Pan India	Customised
Website	www.triny.io	www.targetx.com
Email	gautam@triny.io	info@targetx.com

	EUROPE REGION
	EVALATO
Corporate Office	Sofia, Bulgaria
Area	Admission Automation
Delivery	Across World
Website	www.evalato.com
Email	Hello@evalato.com

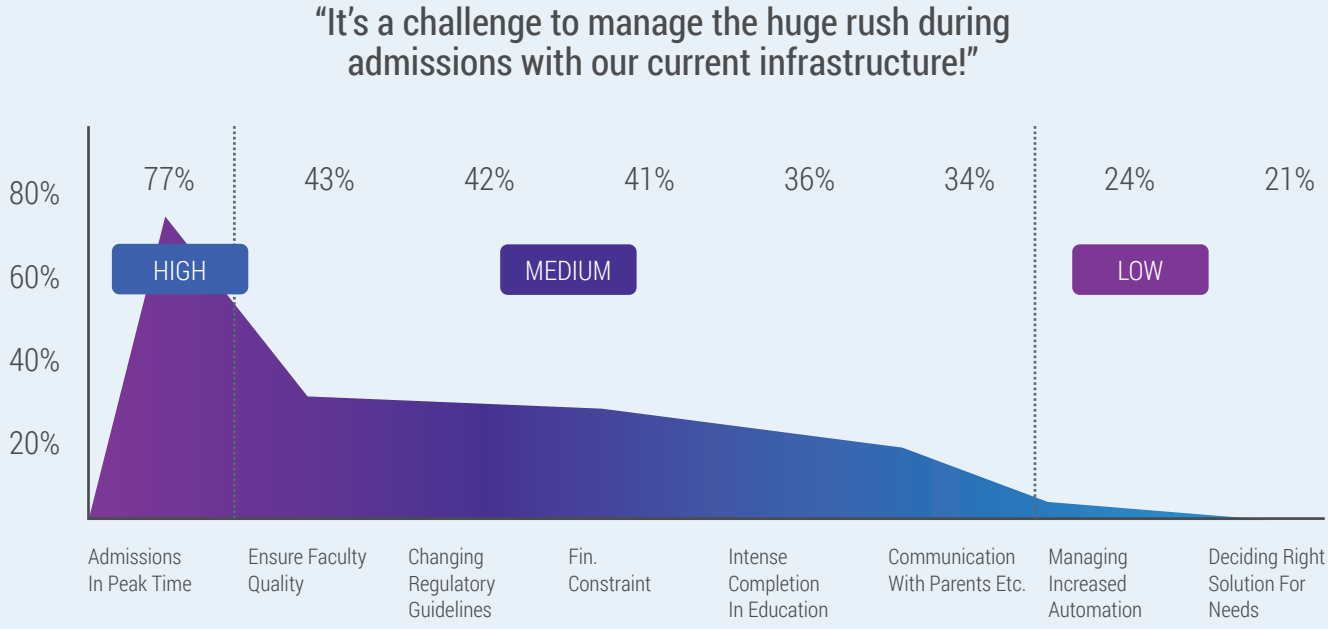
5.4. A NEW PERSPECTIVE TO ATTRACT & ENGAGE GLOBAL MILLENNIALS FOR ADMISSION - EXTRAAEDGE

The Global Gross Enrolment Ratio is set to increase from 23% to 30% by 2020. As demand grows so will the seats. Staying one step ahead is of utmost importance for education institutes which calls for a change in the way marketing is done.

For millennials especially; mobility, social engagement, guidance & counselling have become a key factor in selecting a potential academic path and in choosing an appropriate career.

The New York Times

At ExtraaEdge for the past 4 years, we have been working with the leaders in the education industry powering their admission & outreach. Having worked with 120+ admission teams we have come across various pain points that make it difficult to manage admissions aptly especially during the peak period. A survey conducted by TCS Ion & Gartner on educators suggests that "Admission in peak time" is the most critical problem area in operating an education institute.



Source: TCS Ion & Gartner

Our study showed that there are 3 key areas where education institutes face major problems when it comes to admissions

- How a student discovers an institute
- Aligning prospective students to the right courses
- Adoption of the right technology for admissions

How a student discovers an institute

The journey of a student from exploring - enquiry to enrolled is no longer a linear path. Institutes and admissions teams need to be proactive and ready with the content & context that prospects need in order to make a decision.

For all the education marketers of the 21st century "standing out" has always been a challenge. Key differentiators are more in need today than ever before, not only in marketing but across the culture and thought process of an institute.

The education marketing industry is capped at $22.6 billion worldwide. Institutes are spending money not only to get ahead but also to attract students across the globe. Today's millennials are across social networks, looking for options, born with a smartphone & consider google the oracle of all their questions.

With the global advertising budget shifting from traditional to digital mediums & growing a digital strategy is inevitable. What worked earlier may not work today & definitely not in the future.

	2018a	2019f	2020f
Television	35.4 (35.5)	34.1 (34.5)	33.2
Newspapers	8.0 (8.1)	7.1 (7.2)	6.3
Magazines	5.0 (5.0)	4.5 (4.5)	4.1
Radio	6.2 (6.1)	6.0 (6.0)	5.8
Cinema	0.6 (0.6)	0.6 (0.6)	0.6
Out of home	6.3 (6.2)	6.3 (6.0)	6.2
Digital	38.5 (38.4)	41.4 (41.1)	43.8

Figures in brackets show our previous forecasts from June 2018

Fig: Share of global education ad spend by media, 2018-20 (%) by Dentsu Aegis Network

Traditionally digital mediums, offline events, print, television, abroad education fairs, etc have been the unsaid unsung modes for everyone to reach their target audiences.

But today Institutes need a completely new digital strategy which leverages a combination of Google, Facebook, Instagram, Twitter & also wise usage of publishers like Shiksha, Career 360, Chegg, Hobsons etc. This combined with a contentdelivery based on intent, interest & focus on smartphones.

Engage, educate & then enable the millennials to make an informed choice.

(Tip: Make sure to have a single point of contact for all your digital media enquiries, so that you save time. ExtraaEdge's CRM can help you integrate all of your social & 3rd party channels into one single platform to increase your productivity)

Aligning prospective students to courses

An awareness of who is your target audience is the next competitive advantage.

Every student that enquires, need not necessarily be the right potential enrolment for you.

Now that you know how you could reach out to your prospective students, along comes another challenge.

How often have you as education institutes reached that "right candidate" who's more likely to take admission in your institute. This isn't a one-sided affair. As difficult it is to reach the right candidate, it is difficult for the candidate to reach the "right institute".

Institutes receive a huge number of enquiries during peak season which makes it difficult to get that "right student to enrol". So, where are these prospects residing in the digital world?

	2018a	2019f	2020f
Display	12.2 (12.0)	11.7 (11.0)	9.7
Online Video	27.8 (24.6)	20.0 (17.7)	16.7
Social Media	21.9 (21.6)	18.4 (18.3)	14.6
Paid Search	9.5 (8.9)	9.2 (8.6)	7.9
Classified	7.2 (5.4)	6.8 (5.1)	5.1

Figures in brackets show our previous forecasts from Jan 2018

Figure 3: Growth in global ad spend within Digital, 2018-20 (% year-on-year growth at current prices)

Understanding what content appeals to your prospective students is the key. A 2 min video of elaborating the life of an alumni placed in a great company will go a long way than just a mere vanity image display of student's photo with his package & a logo.

Millennials love stories, engagements & moreover journeys told in a human way. This type of content than on a regular drip basis can be distributed & to create the right brand persona amongst enquiring students and nurture the right students to walk-in or engage further.This is where Automation tools such as Chatbot's and CRM's can help you evolve to make the admissions process a lot more focused and smoother. With a CRM you can have a single centralized platform and have digitized records that can be accessed through multiple devices.

Some other points to consider before buying/purchasing automation tools -

- Make sure your CRM/lead management tool is customizable.
- Seamless 3rd party integrations with publishers e.g. Shiksha, JustDial to ensure a razor fast time to response.
- The system provides not only a vertically strong customer software but also valuable insights to make strategic admission decisions. Moreover, predict admissions to focus on prospects who are more likely to enrol (Who's hot who's not).
- Most importantly, there is a dedicated support and team that will make sure your admission related queries are handled in minimal time.

Adoption of the right technology for admissions

The goal is to turn CRM data into information & information into key admission insights

According to an MHRD 2019 report, the Gross Enrolment ratio (GER) of millennials between age group 16-25 is 23%.

The MHRD & government bodies have targeted to reach a GER of 30% by the year 2020.

What this indicates is that for institutes both discovery & match-making needs to work like a well-oiled machine. This is only possible by bringing in industry-focused tools that can help streamline the admission process and mimic the changing students' behaviour.

These, as mentioned above are automation tools. Education institutes need to bring in technology into their day to day activities with advanced tools that are available today. But unfortunately, the urgency to get equipped with automation doesn't seem to be on priority for most of the institutes. According to research, over 30% of institutions feel the need to have an automation process in place to help them with their admission problems, but it isn't in the top 5 of their actionable items.

This may be due to the fear of adopting or changing existing legacy solutions. On the contrary, according to statistics automation technology - carefully chosen and adopted in the right way have done nothing but favoured the institutes immensely.

66% of automation software users feel it is either 'moderately' or 'very' effective

71% of businesses using cloud automation anticipate at least 10% revenue growth over the next year and 47% expect more than 20% growth (compared to only 38% who expect 10% revenue growth).

(Source: Instapage)

The key to giving the millennials what they want lies in understanding them, and an education industry-focused CRM system does just that. It facilitates things by giving you and the student the ease of communication, organized data, and qualify admission experience. All of this will streamline the admission process & make sure queries are answered and admission workflows get eased in a timely manner.

The students are the most important part of the education industry, and keeping them happy & engaged should be the top priority of any institute. Investing in a one-stop centralized Admission & CRM tool will help institutes to prove to their students that you care about their career needs. The CRM process shouldn't be about working hard but about working smarter so that your customers get what they want — and so do you!

While there are multiple automation tools out there, an industry-specific tool would be a wise choice as it understands the world of education marketing & crushing the pain points that institutes face during the admission period. At ExtraaEdge we have helped over 1200 admissions counsellors & marketers at various institutes achieve this in our journey of just under 4 years.

Mr. Abhishek Ballabh,

Co-founder ExtraaEdge

FMA DIGITAL
AN EDU-TECH DIGITAL COMPANY

fmadigital.com

IS YOUR INSTITUTION VOICE-READY TO IMPACT STUDENT ADMISSIONS?

50% OF ALL SEARCHES WILL BE VOICE SEARCHES BY 2020

HERE ARE THE TOP BENEFITS OF VOICE SEARCH:

- Get Instant Information
- Accessibility Anywhere, Anytime, Anyplace
- Makes Daily Routine Easier
- Do Things Faster
- Enhance User-Experience
- Easily Multi-Task
- Hassle Free Interactions
- Works On Non-Display Devices (Alexa and Google Mini)

Voice Search is clearly the future of search. If you do not implement Voice Search today, you will end up lagging in the tough competition

HAVE YOU OPTIMIZED YOUR INSTITUTION'S WEBSITE FOR VOICE SEARCH YET?

BY THE WAY,

WE'RE EXPERTS IN ALL THINGS SEO FOR HIGHER EDUCATION.

- KEYWORD & COMPETITOR ANALYSIS
- SEO STRATEGY
- VOICE SEARCH
- ON PAGE & OFF-PAGE SEO
- LOCAL SEO
- TECHNICAL SEO

HERE ARE A FEW CLIENT TESTIMONIALS

"Your teams have great knowledge in regards to SEO best practices as well as optimization strategy."

"Thank you FMA for your hard work. Taking our university's website from 60th page on Google to the 1st is no easy feat."

"This is perhaps the best investment I've made in 2018-19. I would recommend FMA Digital to any institution."

GET IN TOUCH

hello@fmadigital.com

+91 97408 00933

The Most Disruptive Tools for Administration

5.5.1 Overview

As innovation becomes an important part of institutes and universities, having software and processes to manage it is critical. The institutes need to mitigate the risks that come with innovation while maximizing the upside for the institutional mission. New disruptive innovations that are faster and cost-effective than traditional programs, need proper planning and management. There is more pressure on institutions for outcomes and accountability—to not only enroll students, but also to help them succeed as corporate professionals and entrepreneurs. Institutional costs have continued to rise by managing the resources manually even as the average applicant doesn't have ways to increasing the ability to pay.

ERP solutions in campus management can be considered as the first step for digital transformation in higher education. The campus management solutions are beginning to be embedded with emerging technologies like Data Analytics, IoT and AI to support new processes, business models and ways of operationalization.

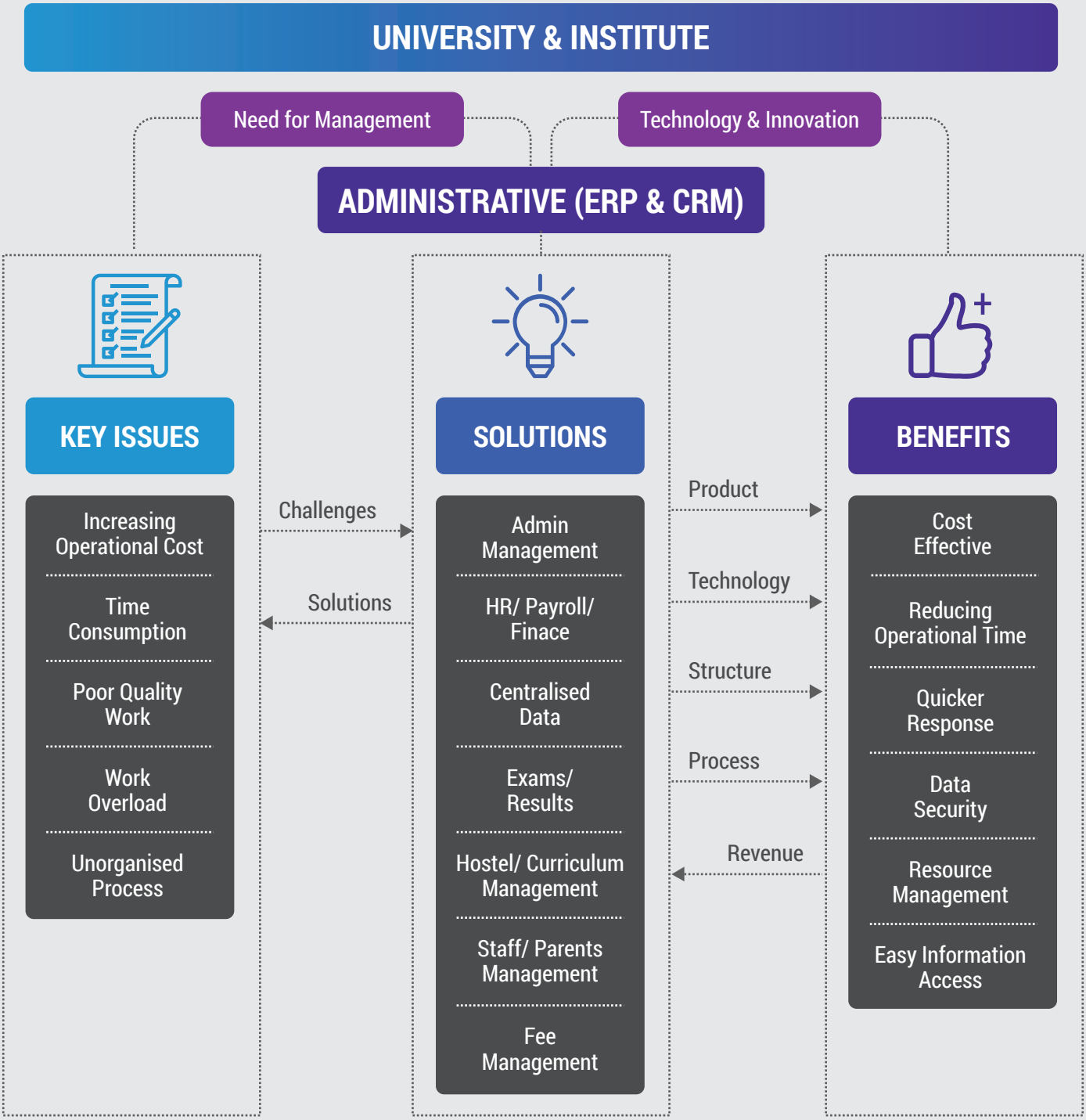
Within Higher Education Institutions (HEIs), an administration automation system is most likely to be used to facilitate seamless resources to drive up recruitment and increase admissions. The technology solutions in administration can be used by universities and institutes for student lifecycle management, data collection, lead management, modernise classroom, administrative work like keeping records, result processing, fee and hostel management so on and so forth. The total CRM software market across all industry will be USD 54.1 billion by 2021, where the global EdTech market will stand at USD 11.21 billion by 2021.

> *By 2025, campus ERP tools market will be USD 7.4 billion contributing to 24% of EdTech market in India.*
>
> — ASMA Research 2019

According to AACRO, 64% institutions reported using at least one CRM, and 42% of institutes who don't have CRM are considering one. 63% of Institutes experienced work efficiency increase by implementing automation solutions in administration.

> *A survey reveals that 82% universities and institutes which use CRM find positive impact on their efficiency and efficacy.*

5.5.2. Scope of Administration Tools



BUYER	Vice Chancellor	Chairman	Director	Dean
CUSTOMER	Admin Head	Committee/ Board	Finance Head	HR Head
CONSUMER	Faculty	Management	Staffs	Student

ACADEMIA

www.academiaerp.com

The complete enterprise solution for colleges & universities looking to automate their Academic and Administrative processes.

Corporate Office: **Indore, India**
Area: **Campus ERP**
Delivery: **Pan India**
Website: **www.academiaerp.com**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **academia@serosoft.in**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★★½☆
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Student Mgmt. | Attendance / Record Mgmt. | Course Mgmt. | Fee Mgmt. | Exam / Result Processing | Faculty / Comm. Mgmt. | Cloud / Data / Certificate Storage | Document & Schedule Mgmt. | Payroll & HR Mgmt. | Hostel & Security Mgmt.

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Google, AWS, Microsoft) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

rubycampus

www.rubycampus.com

Complete Campus Management Software with collaborative features for managing Institution and Courses, Students, HR, Examinations, Finance and much more.

Corporate Office: **Puducherry, India**
Area: **Campus Management**
Delivery: **South India**
Website: **www.rubycampus.com**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **info@rubycampus.com**

RATING

Overall	★★★★★
Features	★★★★★
Usage Diversity	★★★½☆
User Friendly	★★★½☆
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Student Mgmt. | Attendance / Record Mgmt. | Course Mgmt. | Fee Mgmt. | Exam / Result Processing | Faculty / Comm. Mgmt. | Cloud / Data / Certificate Storage | Document & Schedule Mgmt. | Payroll & HR Mgmt. | Hostel & Security Mgmt.

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On-Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

The Most Comprehensive, Advanced and All-in-one School and College Management Software

Corporate Office: **New Delhi, India**
Area: **Campus ERP**
Delivery: **Pan India**
Website: **www.campus365.io**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **sales@campus365.io**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Student Mgmt. | Attendance / Record Mgmt. | Course Mgmt. | Fee Mgmt. | Exam / Result Processing | Faculty / Comm. Mgmt. | Cloud / Data / Certificate Storage | Document & Schedule Mgmt. | Payroll & HR Mgmt. | Hostel & Security Mgmt.

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Google) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

www.zoho.com

End to end solutions for every stakeholder in Education.

Corporate Office: **Chennai, India**
Area: **Education Management Software**
Delivery: **Across World**
Website: **www.zoho.com**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **support@zohocreator.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★☆
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Student Mgmt. | Attendance / Record Mgmt. | Course Mgmt. | Fee Mgmt. | Exam / Result Processing | Faculty / Comm. Mgmt. | Cloud / Data / Certificate Storage | Document & Schedule Mgmt. | Payroll & HR Mgmt. | Hostel & Security Mgmt.

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

SAGOUS

www.sagous.in

Educational institutions empower management team to collaborate efficiently with users. Involve Teachers, Parents, Students and Administrators to integrate seamlessly within one cloud solution.

Corporate Office: **Coimbatore, India**
Area: **Campus Automation**
Delivery: **Pan India**
Website: **www.sagous.in**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **info@sagous.in**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Student Mgmt. | Attendance / Record Mgmt. | Course Mgmt. | Fee Mgmt. | Exam / Result Processing | Faculty / Comm. Mgmt. | Cloud / Data / Certificate Storage | Document & Schedule Mgmt. | Payroll & HR Mgmt. | Hostel & Security Mgmt.

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Digital Ocean) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

Creatrix Campus

www.creatrixcampus.com

Creatrix provides end-to-end, modern, cloud-based student information system, from enrolment to learning outcomes.

Corporate Office: **Puducherry, India**
Area: **Campus Management**
Delivery: **South India**
Website: **www.creatrixcampus.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **info@creatrixcampus.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★★★★
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★☆
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Student Mgmt. | Attendance / Record Mgmt. | Course Mgmt. | Fee Mgmt. | Exam / Result Processing | Faculty / Comm. Mgmt. | Cloud / Data / Certificate Storage | Document & Schedule Mgmt. | Payroll & HR Mgmt. | Hostel & Security Mgmt.

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy: ✓ Yes | ✗ No

User Metrics: Limited | Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

Cloud based university management system managing all activities of the university.

Corporate Office: **Udaipur, India**
Area: **Campus Management**
Delivery: **Pan India**
Website: **www.ifwcampuserp.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **sales@ifwworld.com**

RATING

Overall	★★★★★
Features	★★★★★
Usage Diversity	★★★½☆
User Friendly	★★★½☆
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Student Mgmt. | Attendance / Record Mgmt. | Course Mgmt. | Fee Mgmt. | Exam / Result Processing | Faculty / Comm. Mgmt. | Cloud / Data / Certificate Storage | Document & Schedule Mgmt. | Payroll & HR Mgmt. | Hostel & Security Mgmt.

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

ellucian

www.ellucian.com

Focusing on providing software and services that power the essential work of higher education institutions around the globe.

Corporate Office: **Verginia, USA**
Area: **Campus ERP**
Delivery: **Across World**
Website: **www.ellucian.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **support@ellucian.com**

RATING

Overall	★★★½☆
Features	★★★½☆
Usage Diversity	★★★½☆
User Friendly	★★★½☆
Affordability	★★½☆☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Student Mgmt. | Attendance / Record Mgmt. | Course Mgmt. | Fee Mgmt. | Exam / Result Processing | Faculty / Comm. Mgmt. | Cloud / Data / Certificate Storage | Document & Schedule Mgmt. | Payroll & HR Mgmt. | Hostel & Security Mgmt.

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

Special Category – Video Conferencing Tool

Panasonic www.panasonic.net/cns/psn/products/hdvc

A communication system to participate in videoconferences from anywhere via mobile devices.

Corporate Office: **Gurugram, India**
Area: **Video Conferencing**
Delivery: **Across World**
Website: **www.panasonic.net/cns/psn/products/hdvc**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **sales.hdvc@in.panasonic.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★

KEY PARAMETERS

Features

Features Covered

One Touch Meeting
HD Screen and Presentation Sharing
Whiteboard and Poling
Recording Meeting
Low Bandwidth Connectivity
Admin Dashboard
Camera Controlling
Comp. With Existing System
Dual Network Capability

Usage - Diversity

Domains Covered

Admission, **Admin**, **Learning**, Library, Placement, Alumni

User Friendliness

Device

Desktop, **Mobile**, **Tablet**

Deployment

Cloud, **On - Premise**, Hybrid

User Experience

Excellent, Very Good, Average, Fair

Training & Support

Phone, **Email**, Chat, **Help**

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn)
Medium (0.3 Mn - 0.79 Mn), **Low (0.8 + Mn)**

Data Privacy and Security

Data Privacy ✓ Yes ✗ No

5.5.3. Emerging Tools – By Region

	ASIA REGION	AMERICAN REGION
	icampus hub	fedena® Since 2009
Corporate Office	Coimbatore, India	San Francisco, USA
Area	Campus Management Software	Student Management Software
Delivery	Pan India	Across World
Website	www.icampus.in	www.fedena.com
Email	support@techquest.asia	sales@fedena.com

	EUROPE REGION	MIDDLE EAST & AFRICAN REGION
	UNIT4	IQMinds <Technology/> | IBM Registered Business Partner
Corporate Office	JA Utrecht, The Netherlands	Dubai, UAE
Area	Campus ERP	Campus Management Software
Delivery	Europe and American	US, UK, UAE and ASIA
Website	www.unit4.com	www.iqminds.com
Email	Informational Not Available	info@ iqminds.com

Finance For Non Finance

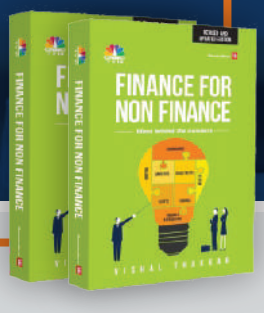
More than 90% of corporate employees and even businessmen find it challenging to understand finance and how can they create value.

"UNLESS PEOPLE UNDERSTAND THE SUCCESS DRIVERS OF PROFIT, CASH AND VALUE, HOW WILL THEY BE ABLE TO MAKE WISE BUSINESS DECISIONS"

BLENDED LEARNING TRACK

Empower the next generation of employees and businessmen with finance skills and help them create successful businesses.

- #1 Skill needed for career and business growth
- Most celebrated program amongst Corporate Professionals
- Conducted by Industry Renowned Author and Trainer
- Learning through simulations, case studies, real -life examples on a blended learning Track



Blended Learning journey

Pre-Reading Material → Pre-Course evaluation → Videos → Classroom Immersion → Post-Course Evaluation → Live Projects

For more details contact us at:
91-932 000 7891, 91- 816 993 9078 , 022 2783 0015

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5.6. HOW NEW AGE EDUTECH TOOLS ARE TRANSFORMING ONLINE LEARNING – SIMPLILEARN

Ever since Massive Open Online Courses (MOOCs) came into the picture about a decade ago, their popularity has been growing rapidly. In 2018, global MOOCs enrolment exceeded 100 million students for the first time ever per Class Central.

When MOOCs first came into the picture, they heralded the dawn of a new era in education and learning. It brought several massive advantages such as scalability. It removed geographical and monetary constraints. It was self-paced, which made it even more attractive.

Yet, we're hardly at a stage where MOOCs have replaced traditional models for learning. That's because they have several inherent issues. A large majority of MOOCs are modelled after traditional lectures, i.e. they take existing lectures and simply transport them to the online medium. While this helps scale the reach of the content and also facilitates self-paced learning, it takes away the element of personalized guidance and mentorship. Also, there still isn't an effective way to measure and validate the progress of learners when they use MOOCs.

Blended Learning

There are several studies that show that the level of engagement has a direct bearing on the effectiveness of the learning. Engaged users are not only likely to complete their course, they are also able to retain information better. In other words, they learn better. To drive engagement with users, interactivity plays an important role.

One way to compensate for the pitfalls of traditional MOOCs is to adopt a blended learning approach, which provides opportunities for instructors and students to interact. In the past, this often meant having a mix of classroom interactions along with a traditional MOOCs format.

However, as technology evolves, it is becoming simpler than ever to replicate the classroom experience using a set of online tools. These tools are quickly ushering in the new age of online training or Online Training 2.0. Technological advances such as AI/ML, analytics, IoT can eventually enable course developers to provide an unprecedented degree of personalization to learners. For instance, content can be customized on the go in line with the learners' individual interest and requirement. As technology advances, there are tools in place to make the design as intuitive so that learners get the most from their time and monetary investments.

Here are some ways in which technology is transforming online learning:

1. Collaboration Tools

Today, we have access to a plethora of online collaboration tools that help replicate the classroom experience, and possibly even better it in some ways. For instance, tools such as Webex, Zoom and Hangout can facilitate a mix of real-time/live sessions and self-paced online sessions. Therefore, learners can still accrue the many benefits of online learning such as the lack of geographical constraints. At the same time, they can also ensure that they do not miss out on the interactivity and engagement aspect.

2. AI/ML Chatbots/ Voice Assistants

Interactive AI-based chatbots and voice assistants are already finding greater acceptance in industries such as banking and retail. They are likely to prove very useful in online learning too; since they provide users an opportunity to ask questions and clear doubts while they are in the process of taking a lesson. With the use of machine learning, robotic assistants are likely to become far more proficient in answering queries and guiding users to access additional resources.

3. Hands-on Labs

Learning by doing has always been the best way to learn. For a long time, this has been cited as one of the challenges of learning online. But it's no longer the case. Almost everything can be done in an online cloud environment. In fact, practice labs are becoming one of the inevitable features of most of the learning providers offering.

4. Better Assessment Tools

Traditional methods of assessing learners' understanding and engagement with MOOCs are often ineffective. New-age tools to study facial analytics and user behavior etc. can help flawlessly gauge interest levels and engagement. In turn, this can help assess the effectiveness of the course.

Given the proliferation of the internet and globalization of industries and societies, there is little doubt that the future of learning lies online. With some of the new-age tools, we can significantly minimize the pitfalls of online learning and help make it more effective than ever.

Mr. Krishna Kumar,

Founder & CEO, Simplilearn

The Most Promising Tools for Learning

5.7.1. Overview

Education leaders are aware that multiple factors are driving demand for better education across all levels. The growing economies need skilled professionals and parents want bright futures for their children. Along with this nearly everybody wants or needs to learn English since it's a universal business language now.

Digital / e-learning as we know, opens the door to non-traditional approaches led by technology tools. The growth of mobile and internet penetration opens the horizon of learning solutions much wider. EdTech may not be able to solve every education problem, nor can it substitute for person-to-person learning. It is however driving up multifaceted interactions and multiplying the impact of each person in the learning ecosystem. In 2013, Lynda.com, the online learning giant in the e-learning space, had raised $103 million in venture funds. Two years later, in 2015, they were acquired by LinkedIn for $1.5 Billion and rebranded as LinkedIn Learning. This acquisition and the trends within hiring, workplace skills, and training are a big reason why such tools are a must-have for education stakeholders. The size of the eLearning market was estimated to be over USD 165 Billion in 2015 and is likely to grow by 5% between 2016 and 2023, exceeding USD 240 Billion.

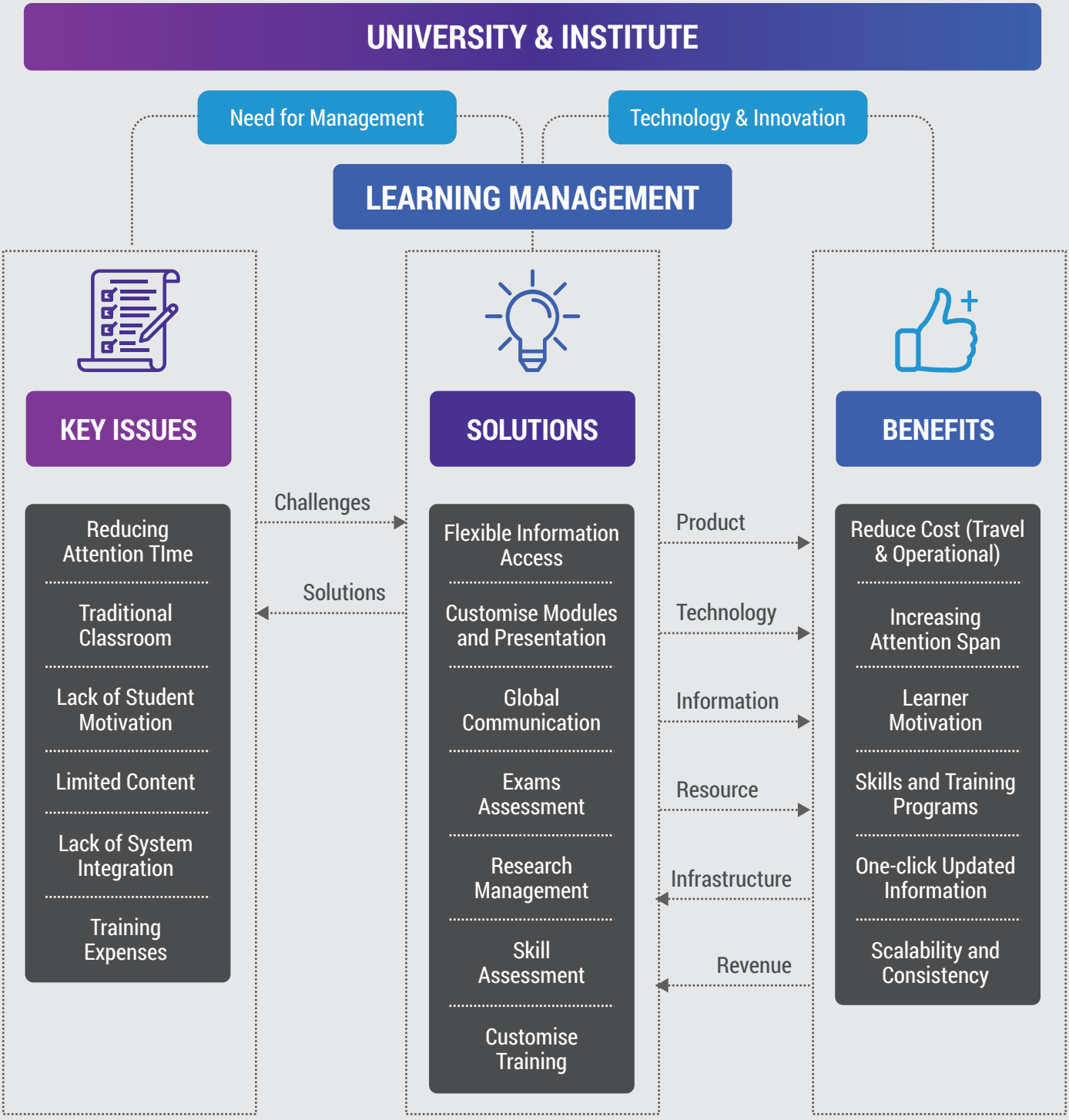
> *The global LMS market will grow from USD 5.22 billion to USD 15.72 billion by 2021*
>
> — MarketsandMarkets

With increase in number of universities and institutes in India, the demands for advanced coursed like AI, Machine Learning, Business Analytics and Data Science have increase to 58% in the last five years. And thereby, there is an increase in the number of student enrolments in Higher Education in India.

> *By 2025, LMS tools market will be USD 10.25 billion contributing to 33% of EdTech market in India*
>
> — ASMA Research 2019

Out of which 4.6 million college students are taking at least one of their courses online in 2018. It gives a huge opportunity for EdTech companies to explore the market while providing scope for new entrants. In India, most of the start-ups in the learning domain are based on eLearning or test prep cloud-based solutions, but universities and institutes are more inclined towards deeptech oriented classroom modules, and predictive learning management system to enhance overall experience of students without losing attention.

5.7.2. Scope of Learning and Pedagogy



Career Magazine

DIALOGUEINDIA

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Consistent Journey of Rating ...

Career Portal : www.dialogueindiaacademia.com

राजनीतिक पत्रिका

डायलॉग इंडिया

★★★★★★★★★★★★ परिवर्तन की चाह - संवाद की राह

राष्ट्रवादी पत्रकारिता की सतत् यात्रा ...

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Anuj Agarwal

Group Editor
DIALOGUEINDIA

National President
CAREER PLUS EDUCATIONAL SOCIETY

National General Secretary
MAULIK BHARAT

Founder Director
GLOBAL CHAMBER OF SPORTS EDUCATION & CULTURE FOUNDATION

DIALOGUE INDIA National Ranking (For Private Higher Education Institutions in India)

DIALOGUE INDIA Academia Awards (For Private Higher Education Institutions in India)

DIALOGUEINDIA Academia Conclave 2016

Our Other Initiative

GLOBAL CHAMBER OF SPORTS EDUCATION AND CULTURE FOUNDATION

Career Dream (UNDER CAREER PLUS EDUCATIONAL SOCIETY)
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Career Plus
A Leading Institute for IAS / PCS (Both in English / Hindi Medium)
Subject : G.S. • ESSAY • P.A. • HISTORY • GEOGRAPHY • SANSKRIT LITT. • HINDI LITT.

Career Plus SKILLS
INSTITUTE OF SKILL DEVELOPMENT
Affiliated to Ministry of Skill Development and Entrepreneurship Govt. of India

Career Plus
EDUCATIONAL SOCIETY

संघर्ष के पांच वर्ष

Head Office : 301/A, 37-38-39, Ansal Building, Commercial Complex, Mukherjee Nagar, Delhi-9
dialogueindia.in@gmail.com • dialogueindiaacademia@gmail.com,
Phone/Fax : 011-27654588, Mob. : 08860787583, 9811424443

ALPHALEARN

www.alphalearn.com

A powerful technology-enhanced learning interface that enables universities to create electronic coursework.

Corporate Office: **Mumbai, India**
Area: **Learning Management System**
Delivery: **Pan India**
Website: **www.alphalearn.com**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **info@alphalearn.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Skill Asmt. / Certificate | Quizzes, Test, and Blogs | Customise / Training Module | Reporting & Tracking | Exam Asmt. / Onl. & Offl. | Student Activity or Dash. | Webinar Management | Lecture & Presentation Preparation | Course Management | Research Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (AWS, Microsoft Azure) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

VCLASSROOMING

www.vclassrooming.com

Engage students outside classroom and Make teaching and learning fun with Vclassrooming's LMS designed for academia.

Corporate Office: **Vadodara, India**
Area: **Learning Mgmt. System & ERP**
Delivery: **Pan India**
Website: **www.vclassrooming.com**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **sales@vclassrooming.com**

RATING

Overall	★★★★★
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Skill Asmt. / Certificate | Quizzes, Test, and Blogs | Customise / Training Module | Reporting & Tracking | Exam Asmt. / Onl. & Offl. | Student Activity or Dash. | Webinar Management | Lecture & Presentation Preparation | Course Management | Research Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

IPIX

www.ipixtechnologies.com

A powerful technology-enhanced learning interface that enables universities to create electronic coursework.

Corporate Office: **Bengaluru, India**
Area: **Learning Management System**
Delivery: **Pan India**
Website: **www.ipixtechnologies.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **enquiry@ipixtechnologies.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Skill Asmt. / Certificate | Quizzes, Test, and Blogs | Customise / Training Module | Reporting & Tracking | Exam Asmt. / Onl. & Offl. | Student Activity or Dash. | Webinar Management | Lecture & Presentation Preparation | Course Management | Research Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

Clarivate Analytics

www.endnote.com

A Reference management software that helps in collecting and curating research materials and formatting bibliographies.

Corporate Office: **Philadelphia, U.S.**
Area: **Research Management**
Delivery: **Across World**
Website: **www.endnote.com**
Free Trial Available: **Free**
Demo Available: **No**
Email: **endnote.sales@thomsonreuters.com**

RATING

Overall	★★★★½
Features	★★½☆☆
Usage Diversity	★★½☆☆
User Friendly	★★★★★
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★★★

KEY PARAMETERS

Features

Features Covered

Skill Asmt. / Certificate | Quizzes, Test, and Blogs | Customise / Training Module | **Reporting & Tracking** | Exam Asmt. / Onl. & Offl. | Student Activity or Dash. | Webinar Management | Lecture & Presentation Preparation | **Course Management** | **Research Management**

Usage - Diversity

Domains Covered

Admission | Admin | **Learning** | Library | Placement | Alumni

User Friendliness

Device

Desktop | **Mobile** | **Tablet**

Deployment

Cloud | **On - Premise** | Hybrid

Access Levels

Basic (1 - 3) | **Intermediate (4 - 5)** | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | **Email** | Chat | **Help**

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | **Medium (0.3 Mn - 0.79 Mn)** | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	**Elaborate**

Storage and Recovery

Storage Hosting

Cloud (Info. NA) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

edutech

www.edutechindia.com

The leading provider of educational equipments, learning solutions and services for academic institutions.

Corporate Office: **Bengaluru, India**
Area: **Learning Management Solutions**
Delivery: **Pan India**
Website: **www.edutechindia.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **infoindia@edutech.com**

RATING

Overall	★★★★½
Features	★★★½
Usage Diversity	★★½
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★½

KEY PARAMETERS

Features

Features Covered

Skill Asmt. / Certificate | Quizzes, Test, and Blogs | Customise / Training Module | Reporting & Tracking | Exam Asmt. / Onl. & Offl. | Student Activity or Dash. | Webinar / Course Material | Lecture & Presentation Preparation | Course Management | Research Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

MERCER | mettl

www.mettl.com

A leading Online Assessment Platform, Talent Assessment, Online Examination & Certification Platform.

Corporate Office: **Gurugram, India**
Area: **Online Assessment Platform**
Delivery: **Pan India**
Website: **www.mettl.com**
Free Trial Available: **Yes**
Demo Available: **Yes**
Email: **contact@mettl.com**

RATING

Overall	★★★★★
Features	★★★★½
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Skill Asmt. / Certificate | Quizzes, Test, and Blogs | Customise / Training Module | Reporting & Tracking | Exam Asmt. / Onl. & Offl. | Student Activity or Dash. | Webinar Management | Lecture & Presentation Preparation | Course Management | Research Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

Blackboard

www.blackboard.com

Blackboard focuses on providing AI based learning platforms.

Corporate Office: **Washington, D.C,.U.S.**
Area: **Learning Management System**
Delivery: **Across World**
Website: **www.blackboard.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **contactus@blackboard.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★½☆☆
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Skill Asmt. / Certificate | Quizzes, Test, and Blogs | Customise / Training Module | Reporting & Tracking | Exam Asmt. / Onl. & Offl. | Student Activity or Dash. | Webinar / Course Material | Lecture & Presentation Preparation | Course Management | Research Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

eduswitch

www.assessments.eduswitch.com

AI based online assessment platform with anti-cheating technology.

Corporate Office: **Mumbai, India**
Area: **AI based Assessment**
Delivery: **Pan India**
Website: **assessments.eduswitch.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **support@eduswitch.com**

RATING

Overall	★★★★★
Features	★★★★½
Usage Diversity	★★½☆☆
User Friendly	★★★★★
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Skill Asmt. / Certificate | Quizzes, Test, and Blogs | Customise / Training Module | Reporting & Tracking | Exam Asmt. / Onl. & Offl. | Student Activity or Dash. | Webinar Management | Lecture & Presentation Preparation | Course Management | Research Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Microsoft Azure) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

Admitek by SevenM

www.admitek.com

Smart Classroom software is a high-end software suite, designed especially to aid teachers in their day-to-day teaching.

Corporate Office: **Kolkata, India**
Area: **Smart Classroom**
Delivery: **Pan India**
Website: **www.admitek.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **info@admitek.com**

RATING

Overall	★★★★½
Features	★★★★½
Usage Diversity	★★½☆☆
User Friendly	★★★★★
Affordability	★★★★★
Privacy and Security	★★★★☆
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Skill Asmt. / Certificate | Quizzes, Test, and Blogs | Customise / Training Module | Reporting & Tracking | Exam Asmt. / Onl. & Offl. | Student Activity or Dash. | Webinar Management | Lecture & Presentation Preparation | Course Management | Research Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy — ✓ Yes | ✗ No

User Metrics — Limited | Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

5.7.3. Emerging Tools – By Region

	ASIA REGION	AMERICAN REGION
	WizIQ	Faronics
Corporate Office	Gurugram, India	Pleasanton, US
Area	Learning Management	Classroom and Lab Management
Delivery	Across World	Across World
Website	www.wiziq.com	www.faronics.com
Email	sales@wiziq.com	sales@faronics.com

	EUROPE REGION	AFRICAN REGION
	docebo®	PraxiLabs
Corporate Office	London, United Kingdom	Cloud
Area	Learning Management System	Virtual Lab
Delivery	Across World	Across World (MEA)
Website	www.docebo.com	www.praxilabs.com
Email	Informational Not Available	Sales.mea@praxilabs.com

5.8. INNOVATIVE EDUCATION MANAGEMENT USING FLIPPED CLASSROOM – IIM SAMBALPUR

Background

Management is an application science and students can learn it through action learning process theory-based learning which occurs in traditional classroom setting can provide knowledge and fail to create knowledge.

Hence an environment should be simulated where students get the opportunities to learn through application of their immediate theoretical knowledge and through experimental learning. One summer internship in a two-years programme is not adequate serving the said purpose.

Flipped classroom creates opportunities for effective knowledge distribution and creation using digital mode. Digital platform has a significant role in knowledge management. FC create the opportunities of knowledge creation, distribution and storage though digital platform.

Flipped Classroom

Challenge	Technology	Solutions
In tradition classroom, managing both theory and application of knowledge within limited number of sessions is difficult	It is Blended Learning with significant impact in knowledge creation and distribution.	It flipped the connect and designed the pedagogy where students experience application in the class while prepared theory in the home before attending classes

Vision of Innovation

Three Major Objectives behind Flipped Classroom Initiative

1. Learning must be student centred and action oriented
2. Knowledge Creation
3. Industry Integration

The Execution

Step 1	Step 2	Step 3
After the conceptualization, a best Fitted platform searched and edhitch was identified suitable. It was our concept to integrate faculty member, students, industry experts, and administrator in the same platform for holistic learning.	Explained the concept to faculty member. Experimented the approach, • 1st year students 2018-2020 were exposed with the new system in a few courses • 2nd year students (2017-19) in one elective course.	Faculty member uploaded tinstructions, PPT, Lecture video well in advance.Addressed the queries of students outside the class. Live project such as 'Smart Slum in Odisha, "Temple Waste Management in India", for students where industry experts also contributed.

Step 4	Step 5
Attendance and feedback of the students were made compulsory for all courses.	Communicated the suggestion recommended by faculty member, students, industry experts and administration to technology vendor.

Challenges Faced During Execution

- Resistance were observed from both faculty members and students. We began the process with those faculty members who were keen to experiment with a new system.
- Majority students were habituated with teacher centric learning than student centred one. Resultantly a group of students were used to avoid going through the class material uploaded online, before coming to class.
- A Few Technical glitches such as we couldn't implement online quiz due to technical error.

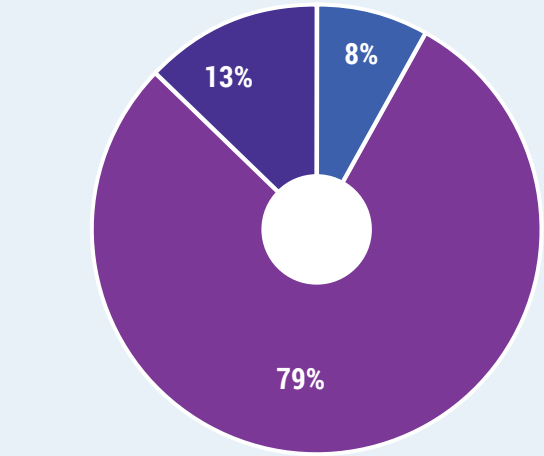
Results Achieved

Although limitedly due to its nascent stage, implementation of FC impacted IIM Sambalpur MBA programme mainly in two ways.

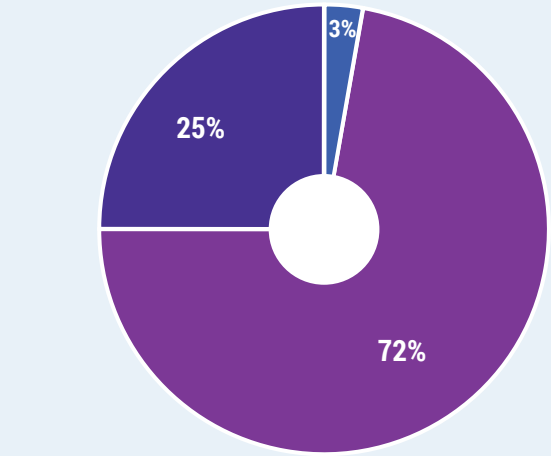
1. Learning became student and action centred
2. Improvement in students' engagement.

Collected data (N=61) on students' perception about FC implemented in IIM Sambalpur. Findings of qualitative data revealed that out of 61 students, overall 5 had positive feedback, 48 had mixed feedback and 8 had negative feedback.

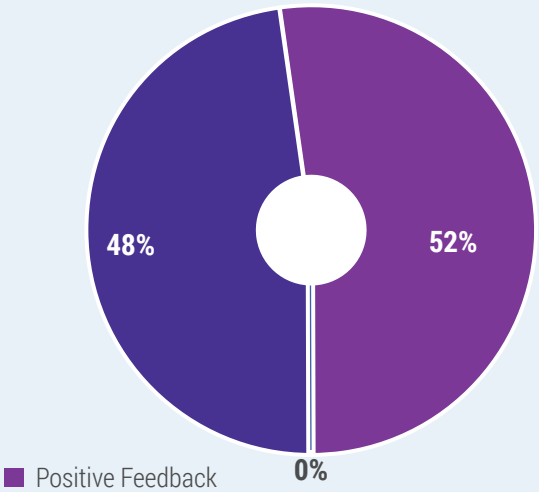
Feedback About New System



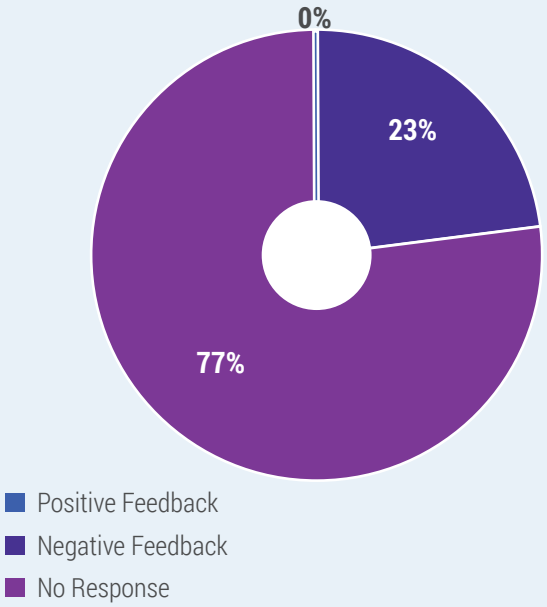
Frequency Wise Feedback



Feedback About Concept



Feedback About Implementation



Observations

- This indicates that most of the negative perception were about the technology used. They were mainly concern about bugs in the technological platform.
- However, their view about FC technology were encouraging. Most of the faculty feedback was positive in terms of concept and negative in terms of technology. Other faculty who didn't use FC were observing the new system and showed interest to experience it in future.
- The biggest challenge faced by FC participated faculty member was to increase the number of live projects.

Recommendation for Other Institutes

- FC is well recognised foreign academic institution. Our experience suggest that the FC model can be replicated in customised way in Indian Management Education
- Classroom activities under FC can be recorded and served as digital cases examples for other.
- IIM Sambalpur is planning to develop such digital case studies and making those available for free of cost with the objective of free knowledge institutions.

Dr. M. P. Jaiswal

Director, IIM Sambalpur

5.9. CONQUERING THE "INDUSTRY 4.0" BY BUILDING 21ST CENTURY HUMAN CAPITAL THROUGH "HANDS ON LEARNING" ON LATEST TECHNOLOGY-BASED PRODUCTS

With the aim of developing a platform to ***"Build, Code and Innovate"*** where learners learn with hands-on teaching practise -from pre-primary to graduation level, we at Robotech an "Edutech Firm" are, on a path of developing holistic technology based educational programs. This program provides opportunities to students to develop technical skills in field like Automation, AI, IoT, Drones, 3D Printing, Robotics & so on, which evidently give enough expertise to the organizations to make undergraduates or fresh graduates competent enough to be introduced to Industrial revolution 4.0.

To accomplish the same, we organize interactive workshops, lectures, competitions to ensure their unrivalled excellence in:

- Industrial and Assistive Robotics
- Automation and IOT
- Search and Rescue Applications
- Artificial Intelligence
- 3D Printing Technology

In this way, we assure 360o nourishment of students by providing them with the opportunity to become inventors, design-minded, a proficient leader, creating & resilient technocrat with masterly competence in next-gen technologies

Highlights of our Programs (College Level)

By establishing fully technology based Integrated Automation & Prototyping Labs

- Fully Automated Lab plan with 4 years of Academy sessions
- Complex programming with real time projects
- Programming with advance sensors
- Working on IoT & AI Modules
- Exploring Industrial based Application Projects

By developing DIY Real World Solution Experimental kits

- Each kit contain minimum 12 projects based on real time projects
- Around 28 DIY kits are available for hands-on experiment
- Each kits comes with detail instruction guides
- Allow students to code projects on programing language such as C++, Python
- One can also subscribe for these DIY kits on monthly basis

By Offering short term professional courses/workshops in

- **3D Designing:** This platform enable participants to understand the design, functioning and operation of 3D Printer and be professional in the area of engineering, design and manufacturing, who would like to learn more about 3D Printing and its applications.
- **Build, Code and Fly your Drone:** We provide Unmanned Aircraft System (UAS) workshops or classes on building or assembly, coding and exploring operations for new and professional drone pilots.
- **Industrial based Application Model-Automation:** A dynamic learning platform where student actively explore real-world problems and

challenges to acquire a deeper knowledge and practically understand the core fundamental topics in every discipline by developing Advance Prototype Machine which represent the integrated mechanism of Mechanical Design and Electronic arrangement.

- **Artificial Intelligence:** Our Programs on AI is aimed to give our students unbeatable problem-solving skills, unconquerable cognitive and essentially tomorrow's tech-skills with advancements in intelligence systems, computing Computer Robotics, Neural Network, Machine Learning, and Cognitive System etc. suitable for producing sustainable tech solutions.
- **Internet of Things:** Enabling student to explore the interconnection via the Internet of computing devices embedded in everyday objects, enabling them to send and receive data through various projects
- **Integrated Embedded System:** The main objective of this workshop is to motivate the participants by providing them a platform where they explore Internet of Things, Arduino, Raspberry Pi and its applications beyond its basics and develop various projects.

Each program aims to instil 21st-century skills among students. This approach is instrumental in meeting the demands of Industrial Revolution 4.0.

Well-Structured Assessment Solution to validate students technological skills

Highlights of our Programs (School Level)

Aggregated STEM Products: Robotech derives its competitive edge by having a systematically streamlined, age-appropriate and latest STEM products, multi-dimensional experiments on basics to modern technologies.

Lab: We believe that these days, our students should not wait till colleges to develop necessary skills. Thus, we provide hands-on learning platform to students from pre-schools to higher grades by establishing full fledge STEAM/Tinkering Labs to reinforce students scientific & mathematics core concepts & make them adaptive to new technology.

21st Century-based Curriculum-integrated Tech-education: Learning 21st century based technologies is no longer an independent entity but we have integrated it in such a way that is now an integral part of our existing curriculum. We provide complete teaching support to schools based on Integrated STEAM Learning by providing educational videos, experimental kits, teacher's guide and workbook etc.

Trained Educators in 21st Century Way of Teaching: Equipping our students with next-generation skills, we have initiated Certified STE(A)M Educator program for Professional/Educators wishing to be a STEAM Educator.

About Robo-tech

We setup with a mission to change the conventions of education in India through technology-driven solutions and approaches. We believe that, with these solutions, no student in future will succumb to the ordinary way of life due to lack of advanced educational resources. Instead, the students will be empowered to bring about a radical change in the society through their innovative ideas and skill set.

With this aim, Robotech was established in the year 2014 by the Texas university alumnus and STEM aficionado, Nishant Jain and this bootstrapped financed company has diversified its portfolio in a way that offers blend of educational solutions that give students exposure on "Hands on Technology" and make them ready for the changing world.

We work from grass root level and have programs from Play school to School to Engineering/Management colleges to reinforce student's learning(s) through hands-on methodology with a Vision

"To Build 21st Century Human Capital by remodelling the realms of employable workforce & entrepreneurship by using "Hands on Technology & Collaborative Learning"

Feedback

"Excellent STEM Lab where learners' learns Robotics by understanding the concepts of STEM"

Dr. Upma Arora

Principal

JBM Global School, Noida

To know more about Robotech, please visit us at **www.robotechpl.co.in, www.neorobos.co.in**

Mr. Nishant Jain

Director, Neorobo

GLOBAL CAREER PROGRAMS

INTERNSHIPS - LIVE PROJECTS - INNOVATION CHALLENGES

Give your students a chance to explore international career opportunities with exclusive internships and live projects with leading companies in Singapore,Hong Kong and Dubai. Intraversity works with over 100 corporate and startups across Asia to design internships and innovation challenges with Indian students in the field of Business , Science and Technology . The programs are customized and delivered with logistical support of visa , accommodations and travel arrangements in foreign country.

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+91-9312330637 (India)
+65-86567631 (Singapore)
www.intraversity.org

6 Raffles Blvd, #03-308
Marina Square, JustCo,
Singapore 039594

Intraversity , Plot no: 1153 ,
2nd Floor ,Sector 15 , Part-2 ,
Gurgaon , Haryana.

intraversity

The Most Efficient Tools for Library

5.10.1. Overview

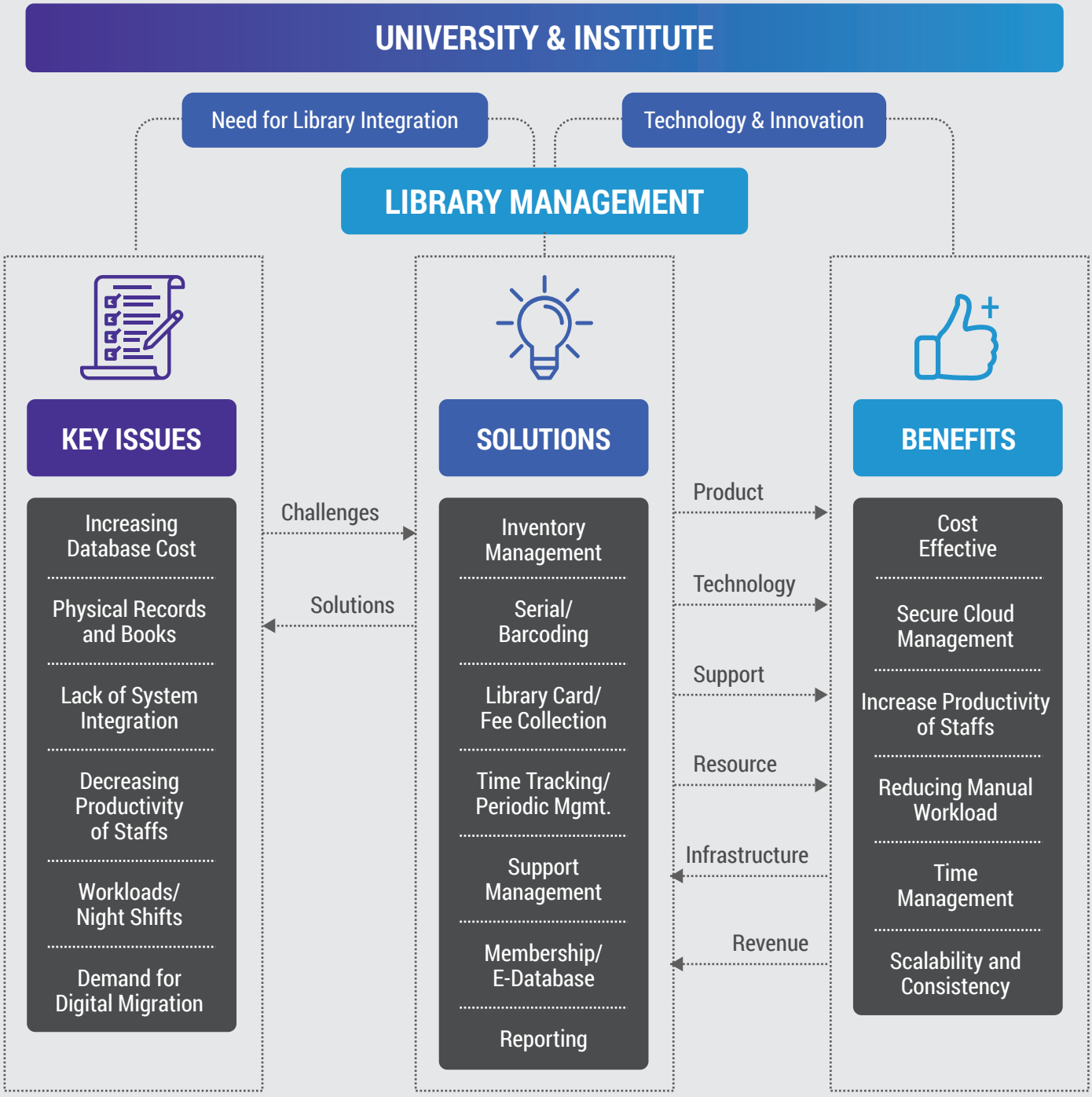
Libraries have provided access to knowledge and information since humans know the domains of education. With the advent of technology, libraries have become far more profound: they are now life enhancing spaces in communities and now a place in the physical and virtual domains that balances the stresses and demands of education and recreation. Today's libraries need digital technologies so that their purpose is served more efficiently.

By using technology in library management, you are giving librarians more time to pursue their important work of promoting content, learning processes, creativity enhancement, supporting researchers and students to serve a higher purpose.

Automation of the library helps take some of the workload off of librarians and other staff members in the areas of acquisitions, cataloguing and circulation. It helps in reducing the overall time by 16% and can be devoted to more programs being facilitated in the library and enable library staff available to answer reference questions and help people who are having trouble researching or finding the right information. Cloud-based library solutions dominated the global library software market in 2018 and are expected to maintain its position over the forecast period.

> *By 2025, Cloud-based library solution market is expected to reach USD 2.07 billion, contributing to 7% of Indian EdTech Market in India*
>
> — ASMA Research 2019

5.10.2. Scope of Library management



BUYER	Vice Chancellor	Chairman	Director	Dean
CUSTOMER	Library Staffs	Library Head	Admin	
CONSUMER	Staffs	Student	Faculty	

FMA DIGITAL
AN EDU-TECH DIGITAL COMPANY

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THE FULL POWER OF CONTENT MARKETING FOR YOUR INSTITUTE & UNIVERSITY

We're a leading full-service digital marketing agency in India with a focus on Higher Education. 70+ best universities, institutions and colleges trust with us for all their education marketing, branding and lead generation needs.

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WITH SOLID CONTENT MARKETING CAMPAIGNS

BLOG & QUORA CONTENT	EBOOKS & CASE STUDIES	INFOGRAPHICS
High-quality content to increase search exposure, build brand awareness and attract visitors.	Create content that captivates prospects, drives conversion and differentiates your brand.	Suave, visual content that propels your marketing efforts. We design infographics for print to web needs.

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Create powerful press release that perfectly positions your brand in the right image.	Stellar website content created to drive marketing and inspire conversion.	Generate and nurture better leads for your email campaigns with smart and creative email copies.

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THAT HELPS YOUR BRAND CUT THROUGH THE NOISE

Our data-driven approach creates perfectly-toned content to meet your business goals. We utilize latest marketing insights and content strategies to arrive at the right messaging, segmentation, personas and content planning.

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FOR

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SMARTLIB
Integrated Library Management Software

www.smartlibrarysoftware.com

Cloud based Library Management Software that provides systematic methods of managing and accessing the entire tasks of a library.

Corporate Office: **Cochin, India**
Area: **Integrated Library system**
Delivery: **Across World**
Website: **www.smartlibrarysoftware.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **smartlib@orell.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Membership / Dash. | Inventory Management | Search Functionality | Unicode Compliance | Serial/Barcoding Management | Books Management or Categorization | Periodical Management | Fee Collection | Library Card Generation | Kiosk Integration

Usage - Diversity

Domains Covered

Admission | Admin | Learning | **Library** | Placement | Alumni

User Friendliness

Device

Desktop | **Mobile** | **Tablet**

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | **Advanced (6 +)**

User Experience

Excellent | **Very Good** | Average | Fair

Training & Support

Phone | **Email** | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn)

Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy — ✓ Yes | ✗ No

User Metrics — Limited | **Elaborate**

Storage and Recovery

Storage Hosting

Cloud (Google) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

XIPHIAS

www.xiphiastec.com

Powered by Blockchain Technology designed with a consistent, intuitive interface for library management system.

Corporate Office: **Bangalore, India**
Area: **Library Management Software**
Delivery: **Pan India**
Website: **www.xiphiastec.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **info@xiphiastec.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Membership / Dash. | Inventory Management | Search Functionality | Unicode Compliance | Serial/Barcoding Management | Books Management or Categorization | Periodical Management | Fee Collection | Library Card Generation | Kiosk Integration

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info NA.) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

An Open Source Library Management Software that provides systematic methods of managing and accessing the entire tasks of a library.

Corporate Office: **Hyderabad, India**
Area: **Open Library system**
Delivery: **Across World**
Website: **www.verussolutions.biz**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **info@verussolutions.biz**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Membership / Dash. | Inventory Management | Search Functionality | Unicode Compliance | Serial/Barcoding Management | Books Management or Categorization | Periodical Management | Fee Collection | Library Card Generation | Kiosk Integration

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

www.koha.org

An open source library management system.

Corporate Office: **Rockville, U.S.**
Area: **Library Management System**
Delivery: **Across World**
Website: **www.koha.org**
Free Trial Available: **Yes**
Demo Available: **No**
Email: **Information Not Available**

RATING

Overall	★★★★½
Features	★★★★½
Usage Diversity	★★½☆☆
User Friendly	★★★½☆
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Membership / Dash. | Inventory Management | Search Functionality | Unicode Compliance | Serial/Barcoding Management | Books Management or Categorization | Periodical Management | Fee Collection | Library Card Generation | Kiosk Integration

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

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User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

Code Achi
we make IT happen

www.codeachi.com

Code Achi focuses on providing library management software for higher education.

Corporate Office: **Asansol, India**
Area: **Library Management**
Delivery: **Pan India**
Website: **www.codeachi.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **contact@codeachi.com**

RATING

Overall	★★★★½
Features	★★★★½
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Membership / Dash. | Inventory Management | Search Functionality | Unicode Compliance | Serial/Barcoding Management | Books Management or Categorization | Periodical Management | Fee Collection | Library Card Generation | Kiosk Integration

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Digiocian) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

cybrarian
Library on the move

www.cybrarian.in

Cloud based Integrated Library Automation Solution allows Librarians to manage their library online.

Corporate Office: **Ahmedabad, India**
Area: **Library Automation**
Delivery: **Pan India**
Website: **www.cybrarian.in**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **cybrarian@cr2.in**

RATING

Overall	★★★★½
Features	★★★½
Usage Diversity	★★½
User Friendly	★★★½
Affordability	★★★★★
Privacy and Security	★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

- Membership / Dash.
- Inventory Management
- Search Functionality
- Unicode Compliance
- Serial/Barcoding Management
- Books Management or Categorization
- Periodical Management
- Fee Collection
- Library Card Generation
- Kiosk Integration

Usage - Diversity

Domains Covered

- Admission
- Admin
- Learning
- Library
- Placement
- Alumni

User Friendliness

Device

- Desktop
- Mobile
- Tablet

Deployment

- Cloud
- On - Premise
- Hybrid

Access Levels

- Basic (1 - 3)
- Intermediate (4 - 5)
- Advanced (6 +)

User Experience

- Excellent
- Very Good
- Average
- Fair

Training & Support

- Phone
- Email
- Chat
- Help

Affordability

INR - Million

- High (0.01 Mn - 0.29 Mn)
- Medium (0.3 Mn - 0.79 Mn)
- Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

- Cloud (Info. NA.)
- On - Premise
- Hybrid

Disaster Recovery and Data Backup

- Automated
- Manual
- Hybrid

www.coderobotics.com

Coder Studio offers next-generation library management system.

Corporate Office: **Chennai, India**
Area: **Library Management & CRM**
Delivery: **Pan India**
Website: **www.coderobotics.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **inquiry@coderobotics.com**

RATING

Overall	★★★★½
Features	★★★½
Usage Diversity	★★½
User Friendly	★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Membership / Dash. | Inventory Management | Search Functionality | Unicode Compliance | Serial/Barcoding Management | Books Management or Categorization | Periodical Management | Fee Collection | Library Card Generation | Kiosk Integration

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

5.10.3. Emerging Tools - By Region

	ASIA REGION	AMERICAN REGION
	LIBSYS where commitment never ends	LIBRARYSOFT™
Corporate Office	Gurugram, India	Seattle, United States
Area	Library Management Software	Library Management
Delivery	PAN India	American and Europe
Website	www.libsys.co.in	www.librarysoft.com
Email	support@libsys.co.in	mail@librarysoft.com

	EUROPE REGION	MIDDLE EAST & AFRICAN REGION
	Softlink	bibliotheca transforming libraries
Corporate Office	Oxfordshire, UK	Sao Paulo, Brazil
Area	Library Management System	Library Management Software
Delivery	Across World	Across World
Website	www.ic.softlinkint.com	www.bibliotheca.com
Email	supportic@softlinkint.com	info-br@bibliotheca.com

5.11. MICROSOFT EDUCATION: BY NUMBERS

More Schools Are Choosing Microsoft

The leaders, creators and innovators of the future are sitting in today's classrooms, and technology is changing the way these students work, communicate, create and learn. At Microsoft, we are working hard every day to give educators the tools they need to unlock limitless learning for students, so they can achieve their wildest ambitions in life. With the extensive growth of our product portfolio in the past year, we're proud to see more and more schools choosing Microsoft as their technology partner.

Windows: The #1 Platform in K-12 Education

- Windows is the leading platform for education worldwide. According to Futuresource, the worldwide education market grew 15 percent year-over-year. Windows sales grew 4.3 percent in the US on devices under $300 USD and 8.2 percent on devices over $300 USD. [1]
- More than 1 million new Windows 10 devices are being used by students in K-12 and higher education every month.[2]
- With Intune for Education and the Set up School PC app, schools can set up a classroom in less than an hour and save up to 70 percent compared to the Google Management Console.*
- Using the [digital] pen on their devices led to 9-38% improvement in performance from students.[3]

Office 365: Empowering Personalized, Collaborative Learning

- Today, there are over 100 million monthly active users of Office 365. [2]
- OneNote has grown more than 75 percent in the last year, and more than 15 million new student notebooks have been created in OneNote since the start of the school year. [2]
- Microsoft Learning Tools has more than 7 million monthly active users across Word, OneNote, Outlook, Microsoft Edge, and Office Lens2 and is supported in more than 30 languages. Learning Tools has been shown to increase reading speed and comprehension for students of all abilities, leading to test scores that are 10 percent higher than students who did not use Learning Tools.[4]
- Nearly half a million students participated in Microsoft's annual Skype-a-Thon in November.

STEM Curricula That Spark Creativity

- Nine out of ten teachers see creativity as central to future careers and 93 percent of students view technology as key.[2]
- Minecraft: Education Edition is being used in more than 115 countries around the world and offers over 250 free lesson plans to help teachers get started.[2]
- Educators in 75 countries are currently using our Hacking STEM lesson plans, free hands-on lesson plans that plug into Excel.[2]
- Studies show improved test performance and passion for learning among students who experience 3D content, girls in particular.[6]

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1 www.futuresource-consulting.com/Press-Q3-2017-Mobile-PC-Sales-in-Education-1217.html

2 Microsoft Internal Telemetry Data, January 2018

3 Computer interfaces and their impact on learning by Sharon Oviatt, Research reference

4 RTI International's Center for Evaluation & Study of Educational Equity, October 2017 study

5 news.adobe.com/press-release/creative-cloud/new-adobe-study-shows-gen-z-students-and-teachers-see-creativity-key

6 diggingdeeper.pbworks.com/f/Developing+Spatial+Skills.pdf'

7 www.microsoft.com/en-us/philanthropies/impactletter.aspx

**Based on a calculation of 500 faculty and staff, 2000 devices, a device refresh cycle of 4 years, and a Google MSRP of $30 per device for the lifetime of the device.*

Our Ongoing Philanthropic Commitment to Education

- In 2017, Microsoft donated more than $1.2 billion in software and services, helping over 90,000 nonprofit organizations around the world access the technology and skills they need.
- Microsoft provided more than $75 million in YouthSpark grants to improve digital literacy and expand access to computer science to hundreds of high schools. More than 80 percent of students benefitting from YouthSpark grants are from underserved communities, and more than half are female.2
- Microsoft proudly supports TEALS, which brings computer science engineers into classrooms in 348 high schools across the country

Microsoft and Education in India

At Microsoft, we believe that technology can empower both teachers and students, and transform the educational landscape in India through a combination of quality content, enduring partnerships, world-class training, and access to technology. It is our mission to create immersive and inclusive experiences that inspire lifelong learning, and stimulate development of essential life skills – communication, collaboration, critical thinking, creativity, character, citizenship and computational thinking – and supporting educators in guiding and nurturing student passions. We aim to empower students and educators to create and share in entirely new ways, to teach and learn through exploration, to adapt to individual learning needs, so they can make, design, invent and build with technology that stays out of the way.

Priorities

- Transforming the education ecosystem by empowering policy makers with analytics to make sustainable education investments
- Preparing teachers to transform learning by using technology to collaborate, innovate, and help students become life-long learners
- Building integrated cloud solutions with our education partners
- Accelerating STEM (Science, Technology, Engineering & Maths) education and student employability; and making students more productive

Engagement with Educators

Shiksha

Project Shiksha was launched in 2003 with a view to empower government teachers by integrating computing into their teaching, creating a fun and interactive learning atmosphere for their students. Under the project, each teacher undergoes a comprehensive six-day, face-to-face training, imparted in a classroom setup. The curriculum is specific to the needs of teachers and enables them to use information technology in academics and school administration. Since its launch, program has trained over 8.5 lac teachers and reached 425 lac students in India.

Saksham

Through Project Saksham we have been working with institutes of higher education in the country. to equip faculty with 21st century skills and develop ICT Champions. Saksham equips these educators to digitize their institutions, build technology-enabled content repositories and schedule online sessions. Till date, Microsoft has conducted trainings for over 4228 educators across 148 universities.

Microsoft Innovative Educator (MIE)

The Microsoft Innovative Educator (MIE) programs recognize global visionaries among educators, who use technology to inspire their peers and enhance learning outcomes. MIE Experts work closely with Microsoft to lead innovation in education.

They advocate the effective use of technology in education with peers and policymakers, provide Microsoft with insights on new products and tools for education, and share and exchange best practices to promote innovation in teaching and learning with their peers from across the world. Microsoft created a community of 660 educators from India for the Microsoft Innovative Educator program in FY 2017-18.

Engagement with Students

Aligned with our vision to empower every student to achieve more, we leverage technology to collaborate with education communities in delivering solutions, services and programs that enhance learning experience. We engage and sustain our involvement with students right from the beginning of education until their graduation. We work with schools all the way from primary through K12. Some of our key programs are:

- **Microsoft Showcase Schools** is a leadership-focused initiative to highlight innovative leadership and teaching across globally recognized schools using technology, to drive school-wide transformation and efficiencies. These schools are recognized leaders in personalized learning, amplified by 1:1 deployments effectively using Microsoft solutions (e.g. MS powered devices, Office 365, Office Mix, OneNote, Skype), to enable anywhere, anytime education for all students. Each school acts as a hub of innovation for other schools in that region.

- **Microsoft schools** are the schools with aspirations for one-to-one learning. They are opening doors to use technology for teaching so they are at the first step to become Showcase school eventually.

- **The Microsoft Academia Accelerator** program aims to build a deep, long-term association with the academia. Under this program, we collaborate with leading engineering colleges and business schools in India to foster the spirit of innovation and entrepreneurship among students, and help the faculty with curriculum development and delivery. The program has grown its partner base to 18 of India's finest technology and business institutes, and has received extremely positive response from students and faculty alike.

- **The Imagine Cup** is an annual global competition sponsored and hosted by Microsoft to bring together young technologists worldwide to team up and use their creativity, passion and knowledge of technology to create innovative applications to help resolve some of the world's toughest challenges. In 2018 10,000 students registered from many schools and colleges across the country.

- **DigiGirlz** – launched with the aim of introducing young women to computer science, and inspiring them to break down any barriers they may face while pursuing STEM studies. The program provides middle- and high-school girls opportunities to learn about careers in technology, benefit from mentorship of Microsoft employees, and participate in hands-on computer and technology workshops during a day-long event organized by Microsoft employees on our campuses.

- **Build Your Business** - Developed by Microsoft in partnership with the International Youth Foundation, and localized by QUEST Alliance for an Indian context, the Build Your Business Curriculum is designed to introduce young entrepreneurs and students to the basic ideas, activities, and skills needed to successfully launch and grow a small enterprise.

Other Initiatives

Sangam

Project Sangam is a cloud hosted platform that leverages Azure services and Office 365,

as well as the power of LinkedIn, to provide an integrated solution for skilling and employment. It follows a blended learning model to engage with students, teachers, and institutions simultaneously, and enables a self-sustained ecosystem of community learning, teaching, and evaluation.

Skilling Underprivileged Youth

Microsoft realizes the importance of bridging the widening gap in the required and available skill levels of the population under the 'working age'. Therefore, the company is working towards providing the underprivileged with the right kind of skills to explore sustainable livelihood options in a technology driven world. **Microsoft YouthSpark** – launched as Project Jyoti in India, with dedicated centers to support training in vocational and digital literacy skills for youth from underserved communities, the program has grown in scope over the years. It now seeks to create opportunities for youth to learn information communications technology and computer science. Since inception, over 6.6 lac youth have been trained in IT, of which, 4.52(68%) have been employed and over 4,900* youth enterprises have been started (*since 2012).

Initiatives in Collaboration with the Government

- Microsoft has partnered with various state governments to collaborate and develop smart classrooms for local schools. We also provide Azure cloud service to various research and educational institutions, helping them transform their operations remarkably
- Ministry of Human Resource Development (MHRD)'s SWAYAM , which is India's largest, free and on-demand content based education portal, is powered by MSFT technology. It aims at offering lifelong learning for students from all walks of life across India, in their local language
- derive actionable insights from data to help them predict and prevent school drop outs. For example, the app developed in collaboration with the government of Andhra Pradesh to predict which students are most likely to drop out of school. The scalable tool processes complex data sets that include details about enrollment, student performance, gender and socio-economic demographics, school infrastructure and teacher skills to find predictive patterns
- Atal Tinkering Lab, the new initiative by NITI Aayog, is trying to imbibe entrepreneurial skills among school children. Microsoft is working with Atal Tinkering Labs across 25 schools to empower students and teachers with enhanced IT skills as well as Microsoft's curriculum on entrepreneurship, cloud computing, creative coding and app development through regular training.
- Microsoft also recently partnered with the Rajasthan government where they signed an MoU with the Department of College Education of the state to improve the integration of technology in teaching and skilling of students and educators in government colleges.

Offerings

- These include the Windows Operating system; Office productivity software; Digital content software such as MS Office Mix; programming coding software like Kodu etc
- Schools and education institutions also use Microsoft partner solutions to implement ERP solutions, learning and content management solutions, student lifecycle management solutions etc, which are developed on Microsoft products like Windows Server, SQL Database running both on-premise and on the cloud. The Microsoft cloud powers 400 educational institutes across the country.
- **Skype:** Through Skype educators can host online classes, parent-teacher conferences, and more with audio

and video—on any device using one-click screen sharing and HD video conferencing.

- **Sway:** an intelligent digital storytelling app from Office that is great for project or problem-based learning. Teachers can create interactive web-based lessons, assignments, project recaps, newsletters, and more—right from a phone, tablet, or browser. Students can collaborate and use Sway to create engaging reports, assignments, projects, study materials, and portfolios.
- **OneNote:** Schoolwork includes a lot of information, and OneNote helps students and teachers capture it all, on all your devices. It helps creating and sharing lessons easy, enables real-time class collaboration and facilitates staff collaboration.
- Microsoft Azure based cloud solutions helps school leaders, decision makers, educators and students solve a variety of challenges in areas of institution infrastructure, learning, teaching and research
- Office 365 for Education is a collection of services and offerings (including Office Online, OneDrive Storage, Yammer and Sharepoint sites) that empowers educators and classrooms and supports building student life skills, including collaboration, communication, critical thinking and creativity
- Integrated solutions built on Microsoft Dynamics can help schools gain insights into student data and analytics so educators can help students improve learning
- **Edu-Cloud:** a cloud-based offering that enables educational institutions to move away from on-premise software deployment to Microsoft's integrated cloud infrastructure, to build a differentiated digital learning and teaching experience. It is packaged with Office 365 cloud offering that integrates communication and collaboration tools between teachers, students and education administrators. The cloud-based Device Management software enables remote management of all Windows Devices. It supports students, teachers and school administrators through virtual learning platforms, easier content access, discussion boards, cloud storage, analytics & dashboard for learning outcomes, monitoring and improving teacher pedagogy, and creating custom learning modules.
- **Microsoft's Minecraft:** Education Edition is a game-based learning platform that offers educators a transformative way to engage students using Minecraft and ignite their passion for learning. The open-world game promotes creativity, collaboration, and problem-solving in an immersive environment. Microsoft had also recently launched the **Minecraft NextGen Learning Challenge 2018 – 19** and introduced the **Minecraft Education Edition-** a collaborative and versatile platform to encourage 21st century skills. The platform enables to inculcate creativity, teamwork, and problem-solving skills in students and helps achieve academic excellence. Its application in the classroom ranges from across various subjects including Art, Business/ Economics, Geography, Science, History and Language. The platform encourages students to collaborate and work as a team, inspires them to learn more and express their ideas in unique ways. It also empowers the teachers to create appropriate and immersive learning experiences for students, gain specific learning outcomes, provide lessons for coding and build new age skills.

EMPOWER YOUR INSTITUTE
TO LEAD THE FUTURE

Empower your educators and students to do great things. Microsoft brings to you latest technology and innovative tools to help you enhance the teaching and learning experience in your campus and make it future-ready.

Leverage Microsoft Education Programs to transform your institute into a seat of modern learning!

Think in Ink Program

Be a part of **Think In Ink** Program and enable your school to transition to new Tools of Technology with access to Edu bundle program and trainings and certification for teachers.

Phoenix Lab

Prepare students for the cloud first world of the future. Be among select Higher Education Institutes that set up **Phoenix Lab** – an Advanced Cloud Competency Center to drive certifications and build cloud skills in the region.

MASP

Bring learning to life in and out of the classroom for K-12 school going students. Join **Microsoft Aspire School Program (MASP)** to modernize campus and transform learning experience. Help your educators and students achieve more with technology.

Edu-Cloud

Help your campus become 'Trusted Cloud' enabled. **Microsoft Edu-Cloud** comprises of a host of cloud based solutions and services to transform entire campus to the cloud. It provides you access to best-of-breed Cloud services & solutions for your campus.

For more information, **write to education@microsoft.com**

Microsoft

The Most Admired Tools for Placements

5.12.1. Overview

Placement management tools are an integral part of institutes and universities. The reasons are manual work which makes the placement and corporate process slow and problems such as inconsistency and ambiguity of information year on year. A change in industry demand from students has put direct focus on work readiness of college graduates. This has made corporate relations and placement management processes to be work-integrated and relationship-rich. The deployment of edtech tools in this domain makes a good match between emerging talent employers' requirements.

In India Skills Report 2018, which revealed that the percentage of employable resources between the 18-25 years of age stood at 46% and 26% between the age group of 26-29

This software ensure that the students, institutes and corporates are able to engage seamlessly for a better future. The technology solutions offer the most comprehensive features that also help to improve the reputation of educational institutions and increase job enrolment offers with accurate data and timely scheduling. The cumbersome management of all processes is integrated providing the stakeholders with a single tool to manage all aspects of the corporate relations process.

Its secure, scalable and accessible anytime anywhere.

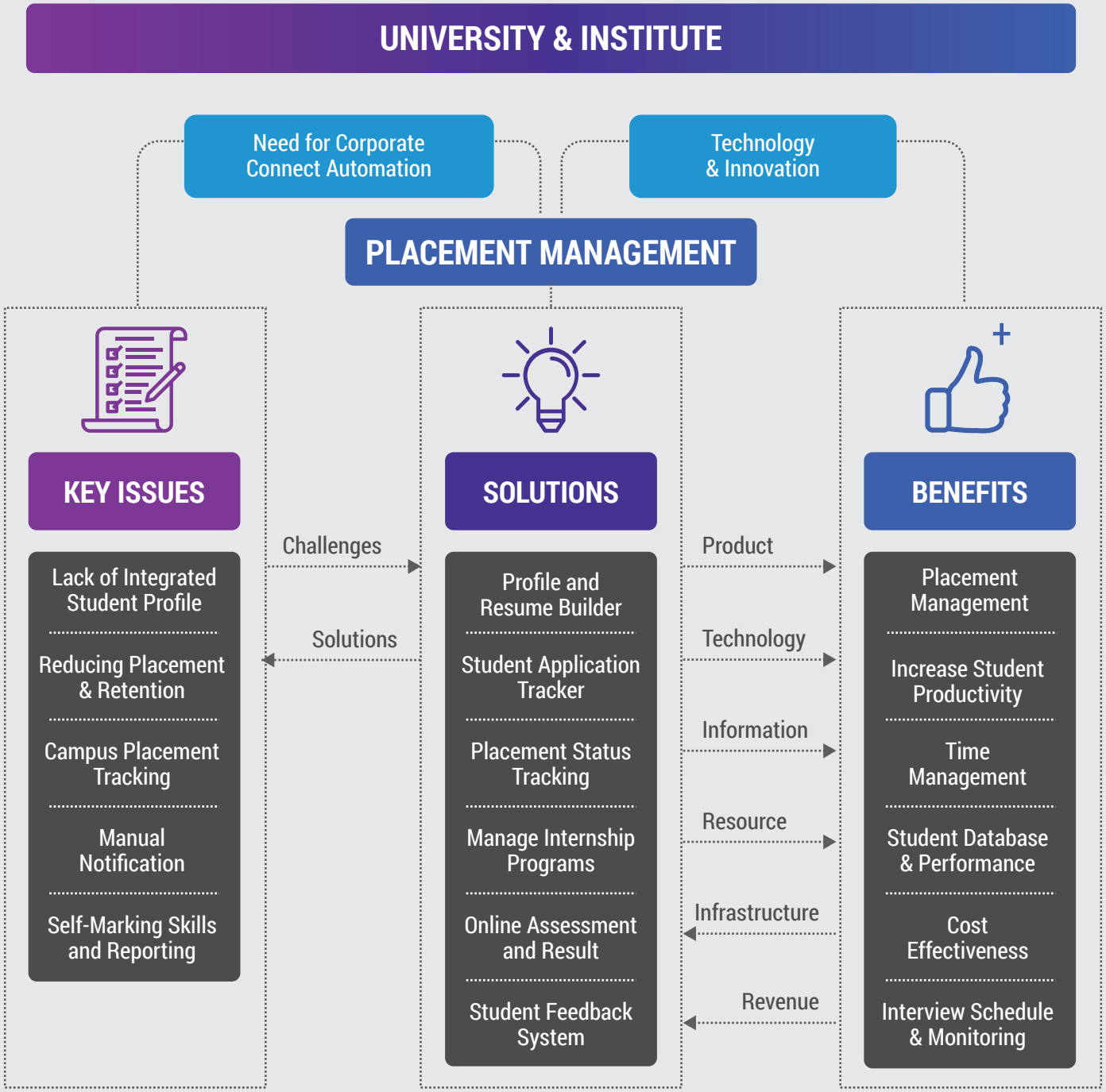
The global placement management software market will reach a valuation of USD 1.7 Bn in 2018 to USD 4.6 Bn in 2021.

The Cloud-based Placement tools, where the information of students in universities and institutes with regard to placement is managed efficiently and securely. The entire system is based on smooth and easy placement process by maintaining huge profile data in single storage cloud hosting.

With increase in numbers of students going for higher education every year, and managing such a huge number of students becomes difficult for institutes, especially during placements sessions from building resumes, managing companies to students getting final placements. But with campus placement tools it becomes easy to manage campus recruitments.

By 2025, placement management software market in India will reach to USD 2.4 Billion from USD 0.33 Billion in 2018

5.12.2. Scope of Campus Placement Tools



BUYER	Vice Chancellor	Chairman	Director	Dean
CUSTOMER	Placement Head	Placement Committee	Corporate Relation Manager	
CONSUMER	Students	Placement Staffs	Placement Representative	

Reculta

www.reculta.com

Reculta aims at helping institutions and companies come together to conduct hassle-free recruitment processes.

Corporate Office: **Gurugram, India**
Area: **Cloud Based Plcmt. Mgmt. System**
Delivery: **Pan India**
Website: **www.reculta.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **hi@reculta.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Profile & Resume Builder | Student App. Tracker | Company Mgmt. | Student Performance | Manage Internship Programs | Tracking Analysis & Statistical Reporting | Student Feedback System | Plcmt. Status Trackin | News & Announcements | Online Asmt. & Result

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA.) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

superset

www.joinsuperset.com

Cloud based placement automation platform

Corporate Office: **Bengaluru, India**
Area: **Placement Automation**
Delivery: **Across World**
Website: **www.joinsuperset.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **support@tnpsuite.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Profile & Resume Builder | Student App. Tracker | Company Mgmt. | Student Performance | Manage Internship Programs | Tracking Analysis & Statistical Reporting | Student Feedback System | Plcmt. Status Trackin | News & Announcements | Online Asmt. & Result

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA.) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

bridgingo

www.bridgingo.com

Bridgingo connects existing students with alumni, domain experts and employers to increase their industry exposure.

Corporate Office: **Raipur, India**

Area: **Cloud Based Employability Enhancement Platform**

Delivery: **Pan India**

Website: **www.bridgingo.com**

Free Trial Available: **Yes**

Demo Available: **Yes**

Email: **info@bridgingo.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★★½☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Profile & Resume Builder | Student App. Tracker | Company Mgmt. | Student Performance | Manage Internship Programs | Tracking Analysis & Statistical Reporting | Student Feedback System | Plcmt. Status Trackin | News & Announcements | Online Asmt. & Result

Usage - Diversity

Domains Covered

Admission | Admin | **Learning** | Library | **Placement** | **Alumni**

User Friendliness

Device

Desktop | **Mobile** | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | **Advanced (6 +)**

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | **Email** | **Chat** | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | **Medium (0.3 Mn - 0.79 Mn)** | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	**Elaborate**

Storage and Recovery

Storage Hosting

Cloud (Microsoft Azure) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

UBITECH SOLUTIONS

www.ubitechsolutions.com

An Automated Recruitment Software for edu. sector is a platform independent, web-based hiring process for qualified teachers, prof., admin., counsellor, office staff, deans etc.

Corporate Office: **New Delhi, India**
Area: **Automation Recruitment System**
Delivery: **Across World**
Website: **www.ubitechsolutions.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **reach@ubitechsolutions.com**

RATING

Overall	★★★★★
Features	★★★★½
Usage Diversity	★★★★½
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Profile & Resume Builder | Student App. Tracker | Company Mgmt. | Student Performance | Manage Internship Programs | Tracking Analysis & Statistical Reporting | Student Feedback System | Plcmt. Status Trackin | News & Announcements | Online Asmt. & Result

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

TalentRecruit
EMPOWERING RECRUITERS

www.talentrecruit.com

Cloud based placement management software.

Corporate Office: **Gurugram, India**
Area: **Integrated Placement system**
Delivery: **Across World**
Website: **www.talentrecruit.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **contact@talentrecruit.com**

RATING

Overall	★★★★★
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Profile & Resume Builder | Student App. Tracker | Company Mgmt. | Student Performance | Manage Internship Programs | Tracking Analysis & Statistical Reporting | Student Feedback System | Plcmt. Status Trackin | News & Announcements | Online Asmt. & Result

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA.) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

5.13. SETTING NEWER STANDARD FOR ONLINE LEARNING SECTOR IN INDIA - IIM BANGALORE

Since its inception in 2015, IIMBx, the digital learning initiative of Indian Institute of Management- Bangalore, has laid emphasis on making online education accessible, affordable and adaptable for all the sections of the Indian population, simultaneously catering to the demands of a much wider, larger, global audience. From the course content creation to the platform designing, IIMBx's focus has been on delivering a superior quality educational content that is relevant to the diverse group of the target market with an ease of access and operation.

The course syllabus and structure of courses offered by IIMBx are taught and designed by the eminent professors from the Indian Institute of Management – Bangalore, who also define the objective and pedagogy for the course.

Each professor collaborates with team members from IIMBx – a Pedagogical Research Associate (PRA), an Instructional Designer, along with video editors and videography experts.

The course content provided by the professors is passed on to the Pedagogical Research Associates who, with the guidance from Instructional Designers, visualize the content's translation into the video lecture form; and - with the help of videographers- record the videos; and finally work with video editors to render it to the desired form. The process is supervised and quality-checked at every stage by a team of in-house experts to ensure the quality of the final content that reaches over a million learners from across the world.

Online Platforms

The technical team at IIMBx constantly strives to make the learning platforms more user-friendly while also seeking to provide ease of use to the platform moderators - the PRAs and the Video team. The technical team in collaboration with the course-creation and moderation team has been continually involved in enhancing the learning tools, the discussion forum technicalities, and overall touch and feel of the site to render it more convenient to access and operate.

IIMBx courses are currently available on edX, IIMBx - Open edX and SWAYAM platforms.

IIMBx's uncompromising focus on quality and technology has fetched valuable partnerships. IIMBx has partnered with various educational institutes and corporate organizations to provide customised blended-learning modules designed for their requirement. It also has partnered with IIT Madras to offer the Certificate Program in Technology and Management (CTM) wherein IITM offers the technology-related courses and IIMB provides management-related courses to meet the requirements of young professionals aiming to hone their technological as well as managerial skills.

Workshops and Seminars

Besides the online courses, IIMBx also hosts workshops, seminars, conferences on a regular basis. The Faculty Development Programmes, conducted every quarter, invite teachers from across the country for a workshop on blended-learning and MOOCs designing. The Future of Learning Conference organized every year hosts researchers and educationists from across the globe for a dialogue around online learning.

In its constant endeavour to make the best use of the state-of-the-art technology,

IIMBx has built a virtual classroom and a full-fledged studio to further enhance the experience of its learners. Thus, its perpetually growing learner base of over one million, reflects IIMBx's widespread popularity and impact - a fruition of these efforts. To summarize, IIMBx in the past half a decade's time has left no stone unturned to make education inclusive and utilitarian, and is continually engaged in exploring the deeper dimensions of the Online Learning space at both national and international levels.

Ms. Usha Ganesan

Manager, IIMBx,
Digital Learning Initiative
IIM, Bangalore

The Most Unique Tools for Alumni

5.14.1. Overview

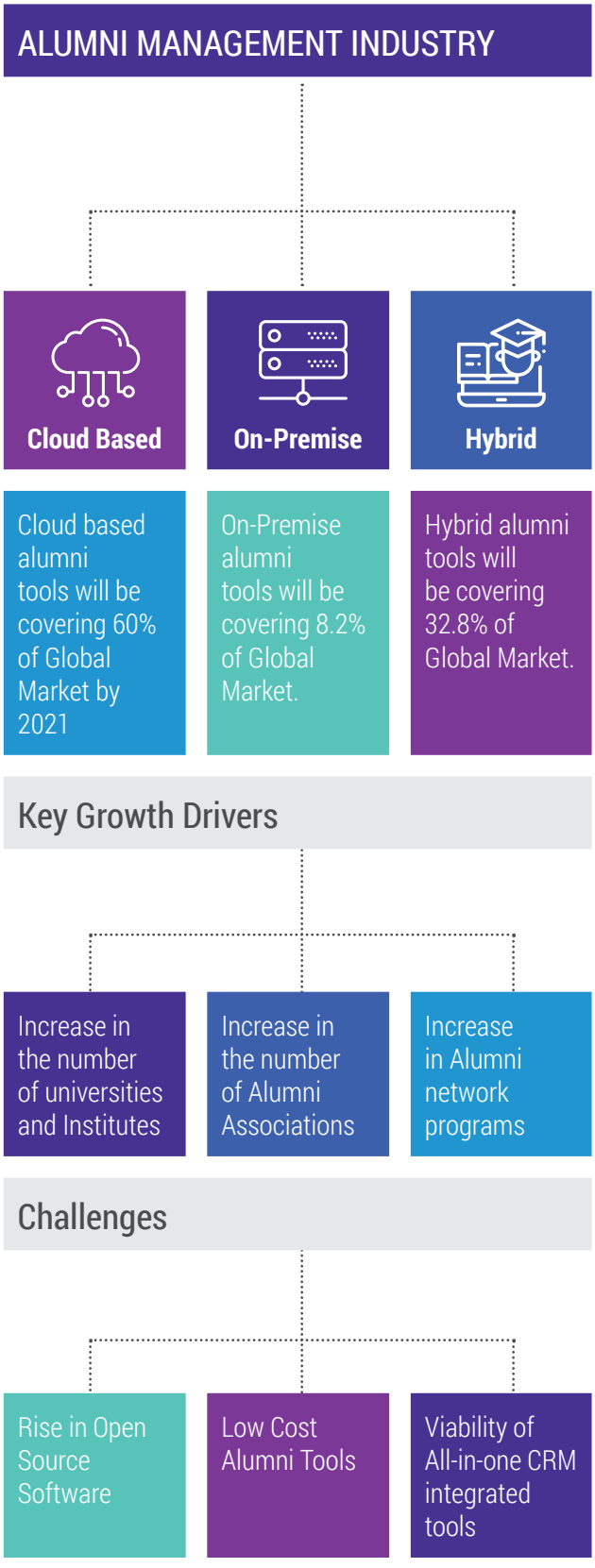
Educational institutions are changing the way they see and interact with their alumni. Earlier, alumni and their alma-mater were considered different entities wherein one's existence was not dependent on the other. With the advent of technology and Social Media, alumni relationship has taken a different dimension altogether. Universities have started to harness the power of alumni through various networking platforms, however a strong need is felt to have an integrated technology platform to manage alumni relations.

By 2022, the global Alumni management software market will be USD 2.04 Bn growing at CAGR of 11.2%.

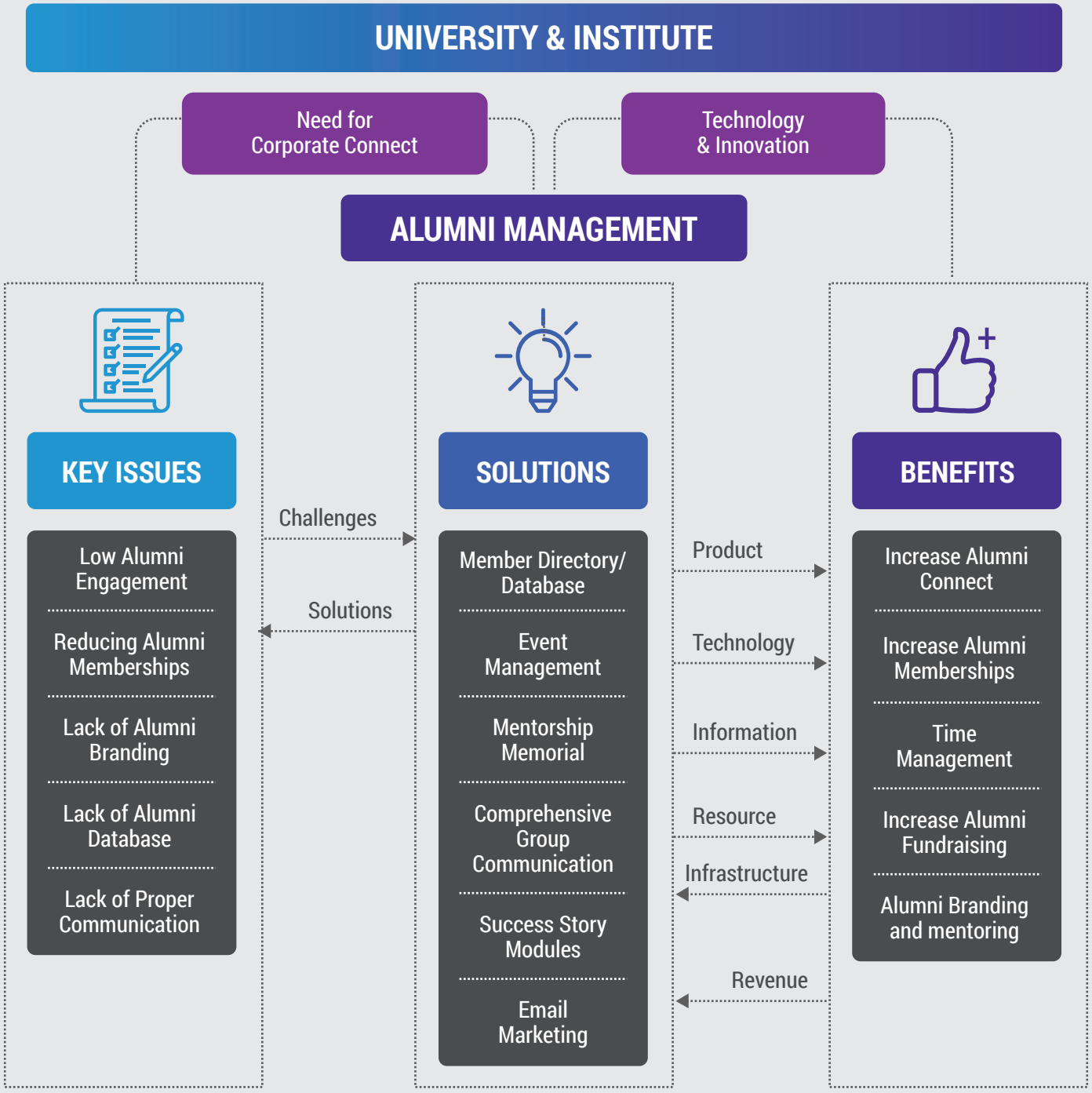
The technology solutions in alumni management are harnessed to support placements - the alumni network of a college can be one of the biggest sources of placement opportunities to the students. **Mentorship** - alumni can play an active role in programs like mentoring students in their areas of expertise. **Career Guidance -** alumni is a huge talent pool whose guidance can be useful to students in their respective areas of study. **Networking** - alumni network by itself is one of the best professional networking platforms available today and needs to be harnessed by educational institutions.

By 2025, Alumni Management tools market in India will be USD 3.07 billion contributing to 9.8% of Indian EdTech Market.

ASMA Research 2019



5.14.2. Scope of Alumni Management Tools



BIMTECH IS DRIVEN BY INDIA'S LEADING BUSINESS HOUSE – B.K. BIRLA GROUP

BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY
Excellence with Values

EXPOSURE TO GLOBAL FACULTY
Educational experts from CXO positions in industry having IIT/IIM background

INDUSTRY 4.0
Aligned courses

66+ INTERNATIONAL ALLIANCES

6TH RANK
ALL INDIA AMONG PRIVATE B-SCHOOLS
By NHRDN-Shine (HT-Media) Management Institute Ranking 2018-19

CLASS DIVERSITY
Students from 27 states

SCHOLARSHIPS
For meritorious and ESCS category candidates

PROGRAMMES OFFERED
(MBA Equivalent, Approved by AICTE, Ministry of HRD, Govt. of India)

- **PGDM**
- **PGDM** International Business
- **PGDM** Insurance Business Management
- **PGDM** Retail Management

REIMAGINING THE
FUTURE

NAAC NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL · NBA NATIONAL BOARD OF ACCREDITATION · AACSB Business Education Alliance Member · BSIS BUSINESS SCHOOL IMPACT SYSTEM · EFMD GLOBAL NETWORK

BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY, Greater Noida (NCR), Uttar Pradesh, India
Tel: +0120 6843000-10, **Mob:** +91 9718444466, **Email:** admission@bimtech.ac.in , **Toll Free:** 1800 5723 999, **Website:** www.bimtech.ac.in

vaave
Enriching Alumni Relationships

www.vaave.com

A full-fledged alumni networking solution to enable meaningful engagement

Corporate Office: **Hyderabad, India**
Area: **Alumni Engagement Platform**
Delivery: **Pan India**
Website: **www.vaave.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **hello@vaave.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Membership Management | Event Management | Job Boards | Social Media Integration | Alumni Fundraising | Mailing Management / Email marketing | Mentorship Memorial | Member Communities | Discussion / Forum | Member Portal Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn– 0.79 Mn) | Low (0.8+ Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

AlmaHub

www.almahub.com

A well-developed Alumni Management software that can be used to build and manage your alumni network online

Corporate Office: **Gurugram, India**
Area: **Alumni Engagement Platform**
Delivery: **Pan India**
Website: **www.almahub.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **info@almahub.com**

RATING

Overall	★★★★★
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★★★
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Membership Management | Event Management | Job Boards | Social Media Integration | Alumni Fundraising | Mailing Management / Email marketing | Mentorship Memorial | Member Communities | Discussion / Forum | Member Portal Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | **Alumni**

User Friendliness

Device

Desktop | **Mobile** | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | **Intermediate (4 - 5)** | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | **Email** | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn)

Medium (0.3 Mn– 0.79 Mn) | Low (0.8+ Mn)

Data Privacy and Security

Data Privacy: ✓ Yes | ✗ No

User Metrics: Limited | **Elaborate**

Storage and Recovery

Storage Hosting

Cloud (Info. NA.) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

AlmaShines

www.almashines.com

AlmaShines helps build vibrant alumni network, maintain endless relationship and discover invaluable alumni potential.

Corporate Office: **Ahmedabad, India**
Area: **Alumni Engagement Platform**
Delivery: **Pan India**
Website: **www.almashines.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **contact@almashines.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★½☆☆
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Membership Management | Event Management | Job Boards | Social Media Integration | Alumni Fundraising | Mailing Management / Email marketing | Mentorship Memorial | Member Communities | Discussion / Forum | Member Portal Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn– 0.79 Mn) | Low (0.8+ Mn)

Data Privacy and Security

Data Privacy: ✓ Yes | ✗ No

User Metrics: Limited | Elaborate

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

ALMA CONNECT

www.almaconnect.com

A powerful tracking & invitation mechanism to find and get alumni, students & faculty members join the network and always find their information updated on the platform.

Corporate Office: **Gurugram, India**
Area: **Alumni Connect Platform**
Delivery: **Pan India**
Website: **www.almaconnect.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **ritika@almaconnect.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Membership Management | Event Management | Job Boards | Social Media Integration | Alumni Fundraising | Mailing Management / Email marketing | Mentorship Memorial | Member Communities | Discussion / Forum | Member Portal Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn– 0.79 Mn) | Low (0.8+ Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA.) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

univibe NETWORK

www.univibenetwork.com

A networking platform that provides institutions with the necessary tools to stay in touch with their alums

Corporate Office: **Mumbai, India**
Area: **Alumni Networking Platform**
Delivery: **Pan India**
Website: **www.univibenetwork.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **info@univibenetwork.in**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Membership Management | Event Management | Job Boards | Social Media Integration | Alumni Fundraising | Mailing Management / Email marketing | Mentorship Memorial | Member Communities | Discussion / Forum | Member Portal Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn– 0.79 Mn) | Low (0.8+ Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA.) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

almabase

www.almabase.com

All-in-one alumni management software for academia

Corporate Office: **San Francisco, USA**
Area: **Alumni Management Software**
Delivery: **Across World**
Website: **www.almabase.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **sales@almabase.com**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★½☆☆
User Friendly	★★★★½
Affordability	★★½☆☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Membership Management | Event Management | Job Boards | Social Media Integration | Alumni Fundraising | Mailing Management / Email marketing | Mentorship Memorial | Member Communities | Discussion / Forum | Member Portal Management

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | **Alumni**

User Friendliness

Device

Desktop | **Mobile** | **Tablet**

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | **Advanced (6 +)**

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | **Email** | **Chat** | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn– 0.79 Mn) | **Low (0.8+ Mn)**

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	**Elaborate**

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

5.14.3. Emerging Tools – By Region

	ASIA REGION	AMERICAN REGION
	engage2serve	OmniMagnet
Corporate Office	Singapore	CA, United States
Area	Alumni Engagement System	Alumni Community Management
Delivery	ASIA, Europe and American	Across World
Website	www.engage2serve.com	www.alumnimagnet.com
Email	Info@engage2serve.com	sales@omnimagnet.com

	EUROPE REGION	MIDDLE EAST & AFRICAN REGION
	hivebrite	Gradsgate
Corporate Office	Paris, France	Jordon
Area	Alumni Mgmt. & Community Engagement	Alumni Management System
Delivery	Europe Region	Middle East & African Region
Website	www.hivebrite.com	www.gradsgate.com
Email	Information Not Available	Information Not Available

5.15. IMPROVING DIGITAL SKILLS AND LEARNING OUTCOMES FOR STUDENTS IN VISAKHAPATNAM, INDIA USING GOOGLE CHROMEBOOKS AND G SUITE

In partnership with the Google Future Classroom initiative, the Greater Visakhapatnam Municipal Corporation (GVMC) equipped 147 schools with Chromebooks and G Suite, empowering students of all backgrounds to gain the digital skills they need for the future while also improving learning outcomes across all subjects.

Connecting the classroom

The Google Future Classroom initiative helps educators empower students by letting them drive their own learning with digital tools and skills that can better prepare them for the future. To do this, a Chromebook is provided for every student, along with G Suite for Education and K-Yan, an integrated computer projector. Students are supplied with content in both English and Telugu. And they're able to use Hangouts to collaborate and Slides for making presentations, while teachers can track grades using Sheets.

Used in combination, these tools can accelerate learning, creativity, and critical thinking by making it easier to share, comment on, and present work in the classroom for students and teachers alike.

> *"Google Future Classrooms is increasing the curiosity among students. Now, they are able to understand concepts better and teaching math is easier with the tools available. It is possible to save a lesson and reuse it in another section which is saving a lot of time."*
>
> **Gowri Shankar,** Math Teacher

Increasing educational opportunities across GVMC

GVMC is committed to ensuring that each of the 21,800 students across its 147 schools reaches his or her full academic potential – regardless of their economic circumstances.

Providing equitable access to modern technology can dramatically improve the way learning happens, allowing students to more easily grasp complex concepts and work more collaboratively with both their peers and teachers.

> *"Students with access to Chromebooks, G Suite, and K-Yan have seen their grades improve by an average of 15% across all subjects. This, in turn, has led to an increase in enrollment at the school of 12%."*
>
> **Mr. Hari Narayanan IAS,** Commissioner, GVMC

Better grades lead to higher enrollment

At KDPM High School, the Google Future Classroom initiative has already had a pronounced impact on learning outcomes. According to the commissioner, "Students with access to Chromebooks, G Suite, and

K-Yan have seen their grades improve by an average of 15% across all subjects. This, in turn, has led to an increase in enrollment at the school of 12%."

What's next

Fortunately, making connected classrooms broadly accessible is now a real possibility. Through the Google Future Classroom initiative, schools across India are shifting the way learning happens, from rote memorization to engaged discovery. Teachers can focus on teaching rather than on technology, and empower students to dive deeper into their studies.

GVMC has rolled out the Google Future Classroom initiative across 147 schools, where it has had a dramatic impact on more than 21,800 students and 600 faculty members. For the next phase, GVMC will roll out the same technology to its remaining area schools so that all of its students can access the learning tools they need to prepare for a brighter future.

Products Used

Chromebooks, G Suite for Education

Source: Google For Education, India
www.edu.google.com

Oranisation Profile

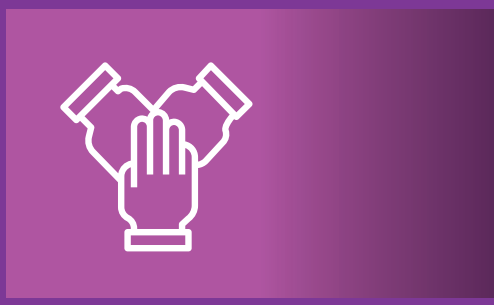
Greater Visakhapatnam Municipal Corporation

Visakhapatnam, India
www.gvmc.gov.in

School profile

KDPM High School is one of 147 schools in Visakhapatnam that joined the Google Future Classrooms initiative. In total, the initiative will ultimately serve over 21,800 students and 600 faculty and staff.

The Best Multi-Domains Tools



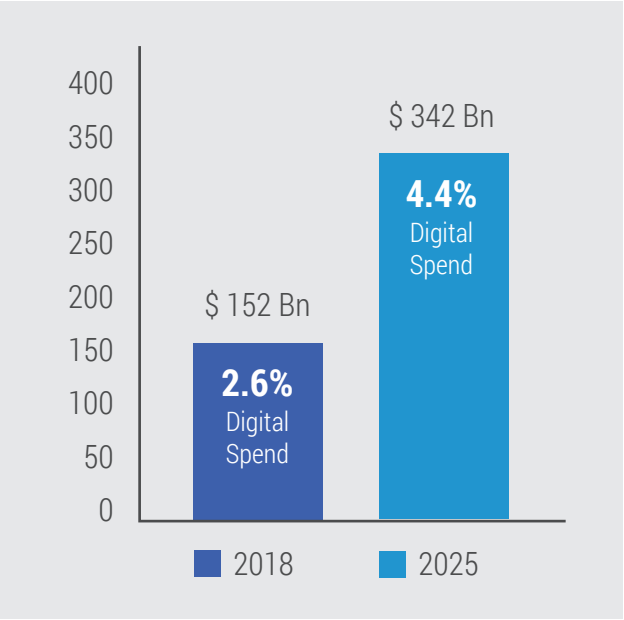
5.16.1. Overview

Universities and Institutes face a specific set of challenges when it comes to managing multiple domains and institutes branched in various geographies. These challenges include efficiently managing integrated/ centralized student admission processes, examinations and learning sessions, administrative workflows, financial discipline, and meeting regulatory standards.

Higher education institutions have special technology solutions needs. Their exhaustive and extensive networks, data, and applications must be equally accessible to finance and administration staff, faculty, and students. However, it needs to provide different permissions and front-ends based on the level of authority of the user. Without technology, maintaining such processes and updating systems with applications is difficult and time-consuming. Students and faculty also need access to their data with almost no errors and down time. An institution's enterprise application integration (EAI) strategy depend on their needs and requirements of single or multi campus integration through technologies

In 2018, education sector spent USD 142 Bn on digital technologies. This is forecast to grow to USD 342 Bn by 2025.

— HolonIQ

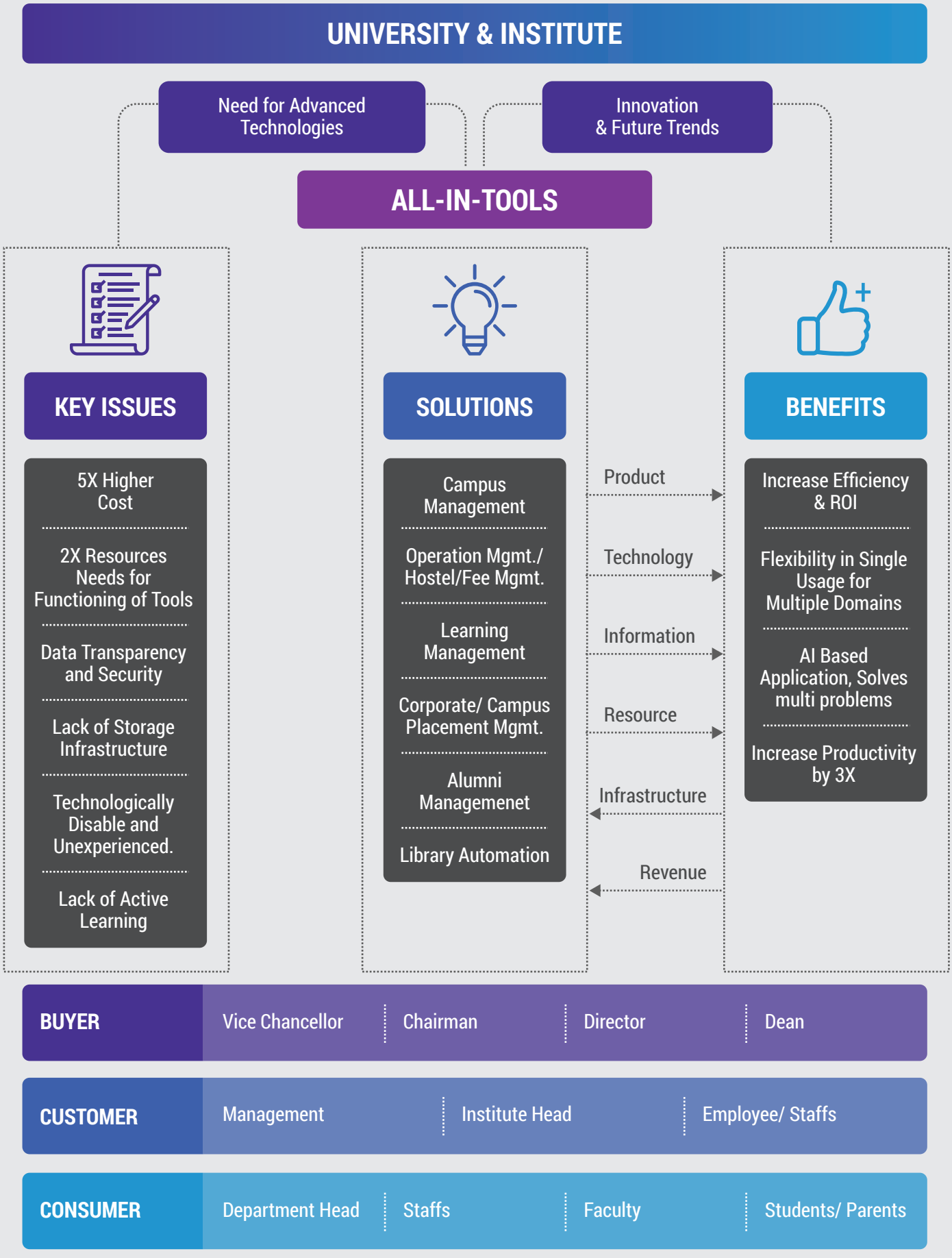


Major spent of universities and institutes are on multi-level, multi-interface automation tools, rather than investing in single domain tools. This leads to a high demand of integrated multi-domain tools that can be deployed in the education sector.

In 2018, 18% of total spent by universities was on Multi-domain tools in Higher Education.

— ASMA Research 2019

5.16.2. Scope of Multi Domains Tools



JUNO

www.juno.org.in

AI based integrated and comprehensive, highly configurable solution for educational institutes of all sizes and types.

Corporate Office: **Mumbai, India**
Area: **All-In- One Solution for Edu. Inst.**
Delivery: **Pan India**
Website: **www.juno.org.in**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **contactus@juno.org.in**

RATING

Overall	★★★★½
Features	★★★★★
Usage Diversity	★★★★★
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Admission Management | Admin Management | Learning System | Library Management | Placement Management | Alumni Management | Project Management | Collboration Platforms | Regulatory Compliance | Skilling and Development

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Microsoft Azure, Google) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

mUni CAMPUS DIGITAL SERVICES

www.muniversity.mobi/ds/

mUni Campus offers Digital Infrastructure and End to End Higher Education Solutions for Universities/ Institutes

Corporate Office: **Mumbai, India**
Area: **End-To-End Solution for Edu. Inst.**
Delivery: **Pan India**
Website: **www.muniversity.mobi/ds/**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **anita.r@muniversity.mobi**

RATING

Overall	★★★★★
Features	★★★★½
Usage Diversity	★★★★½
User Friendly	★★★★½
Affordability	★★★★½
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

- Admission Management
- Admin Management
- Learning System
- Library Management
- Placement Management
- Alumni Management
- Project Management
- Collboration Platforms
- Regulatory Compliance
- Skilling and Development

Usage - Diversity

Domains Covered

- Admission
- Admin
- Learning
- Library
- Placement
- Alumni

User Friendliness

Device

- Desktop
- Mobile
- Tablet

Deployment

- Cloud
- On - Premise
- Hybrid

Access Levels

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- Intermediate (4 - 5)
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Training & Support

- Phone
- Email
- Chat
- Help

Affordability

INR - Million

- High (0.01 Mn - 0.29 Mn)
- Medium (0.3 Mn - 0.79 Mn)
- Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

- Cloud (AWS)
- On - Premise
- Hybrid

Disaster Recovery and Data Backup

- Automated
- Manual
- Hybrid

Deskera
RUN YOUR BUSINESS

www.deskera.com

Campus Management system includes Facility Creation, Facility Allocation, Facility Scheduling, Priority Booking and Hostel Management for managing campuses.

Corporate Office: **New Delhi, India**
Area: **Campus Management**
Delivery: **Across World**
Website: **www.deskera.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **hello@deskera.in**

RATING

Overall	★★★★½
Features	★★★★½
Usage Diversity	★★★★½
User Friendly	★★★★½
Affordability	★★★★½
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Admission Management | Admin Management | Learning System | Library Management | Placement Management | Alumni Management | Project Management | Collboration Platforms | Regulatory Compliance | Skilling and Development

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

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User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA.) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

MasterSoft
Accelerating education....

www.iitms.co.in

To provide e-Governance ERP system to Indian educational institutes and campuses.

Corporate Office: **Nagpur, India**
Area: **All-In-One Solution for Edu. Inst.**
Delivery: **Pan India**
Website: **www.iitms.co.in**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **sales@iitms.co.in**

RATING

Overall	★★★★★
Features	★★★★½
Usage Diversity	★★★★½
User Friendly	★★★★½
Affordability	★★★★½
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Admission Management | Admin Management | Learning System | Library Management | Placement Management | Alumni Management | Project Management | Collboration Platforms | Regulatory Compliance | Skilling and Development

Usage - Diversity

Domains Covered

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User Friendliness

Device

Desktop | Mobile | Tablet

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA.) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

Open EduCat

www.openeducat.org

Open Source Online Cloud Based Educational Management System for University and College.

Corporate Office: **Ahmedabad, India**
Area: **All-In-One Solution for Edu. Inst.**
Delivery: **Pan India**
Website: **www.openeducat.org**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **info@openeducat.org**

RATING

Overall	★★★★★
Features	★★★★½
Usage Diversity	★★★★★
User Friendly	★★★★½
Affordability	★★★½
Privacy and Security	★★★★★
Storage and Recovery	★★★½

KEY PARAMETERS

Features

Features Covered

- Admission Management
- Admin Management
- Learning System
- Library Management
- Placement Management
- Alumni Management
- Project Management
- Collboration Platforms
- Regulatory Compliance
- Skilling and Development

Usage - Diversity

Domains Covered

- Admission
- Admin
- Learning
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User Friendliness

Device

- Desktop
- Mobile
- Tablet

Deployment

- Cloud
- On - Premise
- Hybrid

Access Levels

- Basic (1 - 3)
- Intermediate (4 - 5)
- Advanced (6 +)

User Experience

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- Very Good
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- Fair

Training & Support

- Phone
- Email
- Chat
- Help

Affordability

INR - Million

- High (0.01 Mn - 0.29 Mn)
- Medium (0.3 Mn - 0.79 Mn)
- Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

- Cloud (AWS, Microsoft Azure)
- On - Premise
- Hybrid

Disaster Recovery and Data Backup

- Automated
- Manual
- Hybrid

MY CLASS CAMPUS

www.myclasscampus.com

All in one campus management ERP with ready module for universities and institutes.

Corporate Office: **Ahmedabad, India**
Area: **All-In-One ERP for Edu. Inst.**
Delivery: **Pan India**
Website: **www.myclasscampus.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **support@myclasscampus.com**

RATING

Overall	4.5
Features	4.5
Usage Diversity	2.5
User Friendly	4.5
Affordability	4.5
Privacy and Security	5
Storage and Recovery	4.5

KEY PARAMETERS

Features

Features Covered

Admission Management | **Admin Management** | Learning System | **Library Management** | Placement Management | Alumni Management | Project Management | **Collboration Platforms** | Regulatory Compliance | Skilling and Development

Usage - Diversity

Domains Covered

Admission | **Admin** | Learning | **Library** | Placement | Alumni

User Friendliness

Device

Desktop | **Mobile** | **Tablet**

Deployment

Cloud | On - Premise | Hybrid

Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | **Advanced (6 +)**

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | **Email** | **Chat** | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | **Medium (0.3 Mn - 0.79 Mn)** | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy: ✓ Yes | ✗ No

User Metrics: Limited | **Elaborate**

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

EduSys
A Complete Solution for Institutions

www.edusys.co

Cloud based campus management software provides systematic methods of managing and accessing the entire tasks.

Corp. Office: **Thiruvananthapuram, India**
Area: **All-In-One Campus Management Software**
Delivery: **Pan India**
Website: **www.edusys.co**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **info@edusys.co**

RATING

Overall	★★★★★
Features	★★★★★
Usage Diversity	★★★★★
User Friendly	★★★★½
Affordability	★★★½☆
Privacy and Security	★★★★★
Storage and Recovery	★★★½☆

KEY PARAMETERS

Features

Features Covered

Admission Management | Admin Management | Learning Management | Library Management | Placement Management | Alumni Management | Project Management | Collboration Platforms | Regulatory Compliance | Skilling and Development

Usage - Diversity

Domains Covered

Admission | Admin | Learning | Library | Placement | Alumni

User Friendliness

Device

Desktop | Mobile | Tablet

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Access Levels

Basic (1 - 3) | Intermediate (4 - 5) | Advanced (6 +)

User Experience

Excellent | Very Good | Average | Fair

Training & Support

Phone | Email | Chat | Help

Affordability

INR - Million

High (0.01 Mn - 0.29 Mn) | Medium (0.3 Mn - 0.79 Mn) | Low (0.8 + Mn)

Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (AWS) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

TCS iON

www.tcsion.com

TCSiON provides educational institutions an end-to-end solution that streamlines operations and management across the institution and its campuses.

Corporate Office: **Mumbai, India**
Area: **Digital Campus Management**
Delivery: **Pan India**
Website: **www.tcsion.com**
Free Trial Available: **No**
Demo Available: **Yes**
Email: **ion.salessupport@tcs.com**

RATING

Overall	★★★★★
Features	★★★★½
Usage Diversity	★★★★½
User Friendly	★★★★½
Affordability	★★★★½
Privacy and Security	★★★★★
Storage and Recovery	★★★★½

KEY PARAMETERS

Features

Features Covered

Admission Management | Admin Management | Learning Management | Library Management | Placement Management | Alumni Management | Project Management | Collboration Platforms | Regulatory Compliance | Skilling and Development

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Affordability

INR - Million

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Data Privacy and Security

Data Privacy	✓ Yes	✗ No
User Metrics	Limited	Elaborate

Storage and Recovery

Storage Hosting

Cloud (Info. NA.) | On - Premise | Hybrid

Disaster Recovery and Data Backup

Automated | Manual | Hybrid

5.16.3. Emerging Tools – By Region

ASIA REGION

Corporate Office	Bangalore, India
Area	Campus Management & Accreditations
Delivery	Pan India
Website	www.linways.com
Email	info@linways.com

AMERICAN REGION

Corporate Office	Ontaria, Canada
Area	Campus Management
Delivery	Across World
Website	www.sirsidynix.com
Email	Information Not Available

EUROPE REGION

Corporate Office	London, United Kingdom
Area	Campus Management
Delivery	Across World
Website	www.netsuite.co.uk
Email	NetSuiteUK@netsuite.com

6.

Strategic Outcome

6.1. FRAMEWORK FOR BUILDING EDTECH ECOSYSTEM

The world around the education sector is changing very fast, technology has been disruptive and traditional ways of delivering education are fast evolving with the advent of new age tools.

Education sector is adopting technology by looking beyond the interest of institutes or universities and keeping the future of students in sight. We are living in a dynamic world, the deployment of cutting-edge technology today becomes indispensable for any higher education institutes striving for sustenance and expansion.

By 2030, 85% of classrooms will run on at least one AI-based application.

6.1.1. Framework for Online Learning in India

PROFESSIONALS	
Skilled Training	Executive /MDP
Focus to gain specific skills over applied learning in particular domain.	

CORPORATES	
Medium and Small Enterprises	Large Enterprises
Suitable for forward-thinking organisations who want to embrace online learning to advance careers of their employees.	

HIGHER EDUCATION	
Under Graduates	Post Graduates
Learning to enhance skills and knowledge to get good jobs and growth opportunity in future	

PROFESSIONALS

Professionals who want to pursue higher education on their own. Individuals with high disposable income are the preferred target groups. They are friendly to technology-based learning.

CORPORATES

Forward-thinking organisations want employees to succeed in their personal and professional lives. They partner with online learning platforms to help employees fast-track their careers

HIGHER EDUCATION

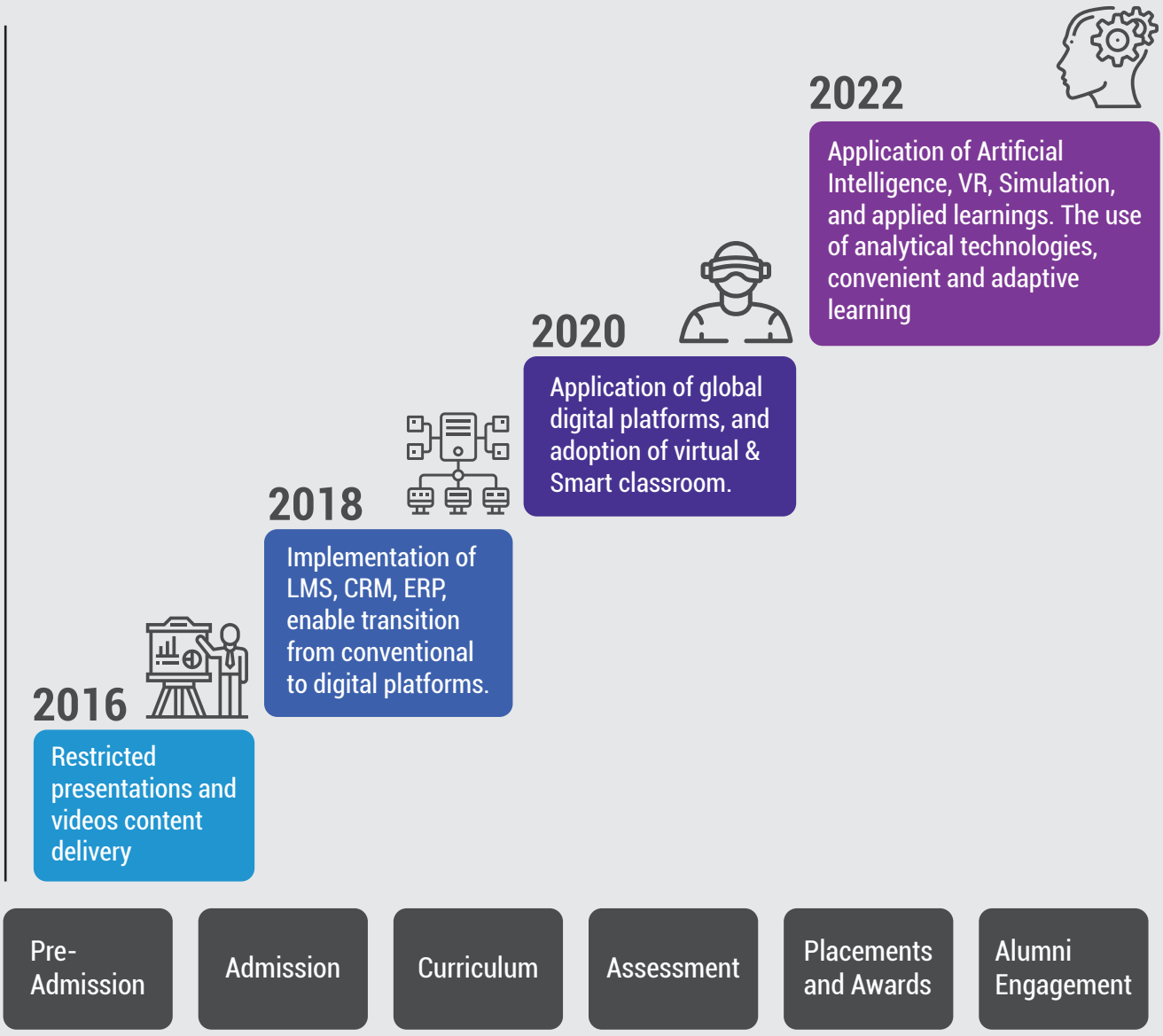
Students as a target group with high volume. The courses offered to this target group range from Business Management to Data Analytics as an example.

FRAMEWORK FOR EDUTECH ECOSYSTEM

Regulations	Higher Education	Individual
Guidelines for overall education system in India along with outlining the roadmap for EdTech infusion.	Adoption of technology for critical domains along with delivering, assessing, and certifying the learnings of students.	Students to leverage advanced tools to transform their skills and develop expertise required to develop a future proof career.

EdTech Process in Higher Education

Regulation and Compliance	Strategy and Vision	Financing	Implementation of Product



6.1.2. Enhancement of EdTech Landscape in India

The need of using data to drive effective instruction and interventions is very exciting and being deployed by the minute. The first use case of technology aims to empower teachers with data-driven insights. The second use case complements the teacher's role and delivers an "optimal" stream of instruction and information directly to students. The institutes at large must adopt EdTech at multiple levels to impact student achievements.

Institutions themselves face significant organizational challenges implementing top-down EdTech solutions, the biggest one being persuading the whole organization for a buy-in since it is crucial for success. Continuous innovation in EdTech is based on a data-driven process (Build-Measure-Learn) rooted in the stakeholders' commitment.

Create an ecosystem for Innovation

- Set up an innovation lab at institutes and universities.
- Encourage students in experimenting new technology for academia.

Technology for core functionality

- EdTech focus on application of emerging technologies in their tools and software.
- Institutes should adopt EdTech tools for their core functioning for smooth and fast process as it reduces time and efforts.

Adopting Government Policies and Digital Initiatives

- Institutes should wholeheartedly adopt digital initiatives of government like SWAYAM, SANKALP etc., promote and implement digital learning in campus.
- Use AI-based skills enhancement tools to deliver, assess and track the performance of students.

While technology has strategically altered most industries in recent years, one of the biggest impacts seen has been in the education sector. Right from e-learning to automating feedback and scoring, opportunities to be more efficient and effective now are available to every stakeholder. It is one connected world in EdTech.

Conclusively, the biggest benefit of technology in education is that it can be deployed in a customized manner for operations, administration, learning and cater to the personal needs of the student and educators. The pace of introducing new technology could be adjusted according to the budgets and expected outcomes. It is a must have for all the education ecosystem stakeholder

Diagram

Tables

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OUR DIRECTORS

Rahul Jain
Project Director - ASMA
Co-founder FMA Digital

Swapnil Jain
Project Director - ASMA
Co-founder FMA Digital

Nimil Tiwari
Co-founder FMA Digital,
Director Delivery - InnoServ Digital

Ritesh Dhrangdharia
Co-founder FMA Digital,
Director - InnoServ Digital Pvt Ltd.

ASMA TEAM

Saurabh Kulkarni

Yogesh Suthar

Shibin S Sankar

Neeraj Kumar

Karthikeyan

Arun

Akashay Patil

ASMA®
Adoption of Social Media in Academia

ABOUT ASMA

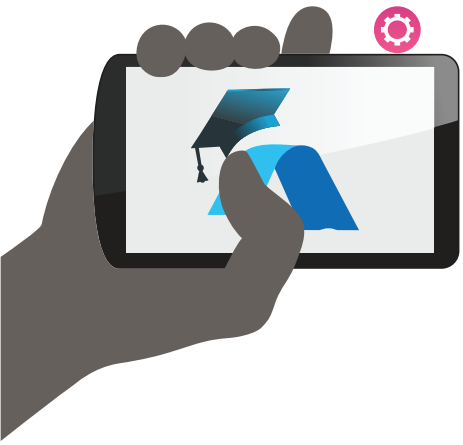
Adoption of Social Media in Academia (ASMA) is an online platform which helps higher education institutes and universities harness the power of digital and social media for growth.

An initiative by FMA Digital, ASMA aims to be the harbinger of change in helping unearth the latest insights, anticipating the future based on current trends, providing a transformative social media framework - which can be adopted by academia to keep pace with the changing times.

What started as a research-driven initiative 5 years back, ASMA has now grown in its scope and spirit; it now empowers academic institutes and universities such that they can leverage social media tools and digital technologies to solve their marketing challenges. In the past 5 years, ASMA has consistently been receiving lot of appreciation and accolades from higher education professionals, premier industry bodies and associations.

www.asmaindia.in

Mail Us: connect@asmaindia.in



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FMA DIGITAL
AN EDU-TECH DIGITAL COMPANY

ARE YOUR ADMISSION CAMPAIGNS FAILING TO GENERATE GOOD QUALITY LEADS FROM THE RIGHT STUDENTS?

LET OUR EXPERTS AUDIT YOUR DIGITAL CAMPAIGNS

Remember, your campaigns could be failing due to any of these reasons:

- Weak campaign planning
- Improper targeting
- Insufficient budget
- Incorrect persona
- Unrealistic success metrics
- Misaligned content
- Poor post design
- Or some other reason

Our experts will speak to you to closely understand your campaign goals and analyze what's working and what's not.

LET US HELP YOU MAKE YOUR ADMISSIONS CAMPAIGNS WORK

ABOUT FMA DIGITAL

FMA Digital is an award-winning Digital Marketing Company for Universities and Institutions. Over 70 best universities, institutions and colleges in India trust us with all their education marketing, branding and lead generation needs.

We work with them to create year-round, impactful digital advertising campaigns that meet their admissions & branding objectives.

GET IN TOUCH TODAY

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+91 97408 00933

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fmadigital.com