

training to five government teachers in each school covering all the areas of computer literacy. For ICT training in schools, Educomp also bagged contracts from Assam, Tripura (both repeat orders), Rajasthan and Gujarat. Overall in FY10, Educomp reached out to 82 lakh students through 15,426 schools.

Like NIIT, Educomp undertook initiatives to spread awareness about the learning methodologies across the globe. It organized an event titled 'NexGen Smart Class Seminar' in Srikakulam in collaboration with Intel, Acer, Dell and MIMIO. In FY10 itself, the Smart Class reached out to 30 lakh students in 3,077 schools. The k-12 segment too witnessed a traction as the company signed sixty-nine high schools through its subsidiary Educomp Infrastructure and Services Management; it also signed a joint venture with the LAVASA Corporation to set up international schools in the new city and tied up with Shri Educare to set up five schools over the next two to three years, with the first two schools soon coming up in Noida and Faridabad.

Individual Training: Mixed Fortunes

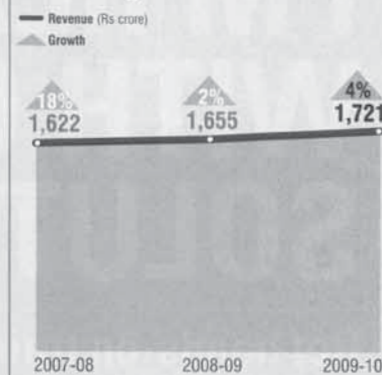
The initial impact of the slowdown on the IT industry obviously had a direct bearing on the individual training sector. Though with the industry moving out of the slowdown, a turnaround was visible too, particularly in the enrolments which would have a bearing on the turnover next year. That's why though the sector turnover at Rs 1,370 crore remained flat, the biggest player NIIT saw an enrollment of 4,91,703 students, an increase of 12% compared to the last year. This growth was led by edgeineers and IMS product lines towards the end of the financial year. The enrolments pattern in GNIIT though was flat. The company launched new training partnerships

India's E-learning Report Card

The e-learning report by ValueNotes suggests that the e-learning off shoring industry in India will grow at a CAGR of 15% till 2012, though growth will be more subdued till 2010. Furthermore, it is estimated that the market size will touch \$603 mn by the end of CY12. Currently, the outsourcing industry comprises of third-party providers and offshore delivery centers of international e-learning providers and consulting firms. FY08-10 witnessed a sudden spurt in IT and publishing companies like Accenture, Genpact and IBM making their foray into the e-learning domain. There is no denying of the fact that e-learning has taken a hit from a vendor perspective. In this respect, service providers who are in multiple segments and markets are safer rather than those who are in the pure play. In contrast to several IT companies, the e-learning industry in the country witnessed traction during the recession as the enterprises tightened their strings on training. This threw immense opportunity for the pure play firms like Tata Interactive Systems, Learning Mate, Lionbridge to create cost effective custom tailored training modules. To some extent, the cost cutting has led to the conversion of instructor-led training (ILT) to rapid instructional design (RID). Very interestingly, about 150 companies in India are in the e-learning business

with IBM and SAP. Thanks to such measures, despite the challenging recruitment environment, there has been a 25% increase in placements. NIIT tied up with the likes of Wipro, TCS, Cognizant, and Tech Mahindra to offer placement opportunities. Around 28,000 students got placed through the NIIT placement cell. It also entered into a strategic alliance with the Tamil Nadu Adi Dravidar Housing Development Corporation (TAHDC) to offer a career focused post graduate diploma in banking operations (PGDBO) to youths from underprivileged sections of the society. It also announced 'NIIT Yuva Star', a career development center

E-learning Solutions Market



and close to hundred of them work on converting ILT content to RIDs. It is undoubtedly the corporate, education and government segment that still continues to pose a demand for e-learning solutions in the country.

FY10 saw Tata Interactive Systems consolidating its expertise in verticals. The company witnessed a slew of orders from new clients such as MTS, John Deere India, Birla Sun Life, Bajaj Auto, ITC, Johnson & Johnson, Western Union, Boston Consulting Group, Maersk and Avaya. However, 80% of the revenues came from repeat business through customers like Royal Mail, McGraw-Hill Group, Unilever, United Health Group and British Airways.

to create a talent pool in the urban areas. Currently, eighteen centers are operating in Delhi and 1,500 slum youths have already been placed.

Aptech's new launches include an exclusive program in cloud computing which is to be rolled out in thirty-five countries in phases starting with India, Vietnam and Malaysia. It also launched a new-state-of-the-art center at Kankurgachi, Kolkata. This is an addition to the existing two centers with a competence to absorb 500+ students simultaneously. The flagship brand, ACCP showed decline, but the animation brand ARENA prospered because of the acquisition of Maya Academy of