Data Quest

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—Rajesh Jumani, chief marketing officer, Tata Interactive Systems

grow at a 15% CAGR till 2012. It is estimated that the market size will touch $603 mn by the end of calendar year 2012. According to Vipul Rastogi, head, enterprise solutions, India and VP, NIIT, "Recession has propelled the corporate sector to consider cost-effective and interesting training methods that have robust engaging modules followed by a feedback mechanism." The outsourcing industry involves content development, technology and services. Outsourcing diversifies into third party providers, offshore delivery centers of international e-learning providers and consulting firms.

Verticals and Players

Apart from e-learning firms, IT, BPO, and publishing sectors have also ventured into the e-learning market. Studies reveal that e-learning not only caters to academia and the corporate sector, but also to defense, aviation, government institutions, healthcare, telecom, and retail. It can be forecasted from the graph that in the years to come organizations will

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adopt e-learning as their predominant delivery method followed by instructor led training and multimedia. One can also interpret that e-learning will not remain merely confined to training purposes, but will be applied with a holistic business benefit in mind.

The top players in the Indian e-learning gamut are Brainvisa, Maximize Learning, Tata Interactive Systems, NIIT, Genpact, Learning Mate, Lionbridge, Sify, Helix Technology Solutions, and Deloitte. All these e-learning companies have been significantly contributing to the evolving e-learning 2.0 market by collaborating with the leading tool vendors such as Captivate 4, Articulate, Lectora, and Camtasia or by working on an in-house developed authoring tool.

E-learning 2.0

The traditional e-learning revolves around courses, timetables and testing. In contrast, e-learning 2.0, a term coined by Stephen Downes, amalgamates different tools and web services such as blogs, wikis, podcasts, audio-video streaming, chat rooms and takes learning to a different level altogether. Rastogi adds, "India is very much open to e-learning 2.0. The current trend is to transform static content into an interactive one with elements such as mentor support, online question and answering capabilities. This would make e-learning far more flexible and interesting."

Drawing from web 2.0, e-learning 2.0 aims to reduce dependency on centralized systems such as Learning Management System (LMS), and employ creative ways to content development using free and open source software (FoSS). Edublogs.org and wikispaces.com are blog and wiki resources for e-learning that demonstrate what can be called as e-learning 2.0. This genre of as e-learning based on networking is similar to Twitter, Facebook, Vox, and Multiply.

Rajesh Jumani, chief marketing officer, Tata Interactive Systems says, "From catering to training needs only, e-learning in India has come a long way. Now, people look at e-learning for increasing productivity, faster time to competence and process optimization. CXOs view e-learning not just as a training solution, but as a tool to help achieve organization initiatives." India has always been at the forefront of technology, and is quickly adopting interactive learning that incorporates features of web 2.0. Page turner e-learning courses are no longer the mantra. Business simulations, game based learning, story based learning, mobile learning and learning portals are the buzzwords.

Henceforth, one can conclude that working around e-learning 2.0 represents a cultural shift for e-learning organizations in India because the modules would not only serve for informal learning, but would also provide performance support.

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