



## **E- Education in India by Unacademy**

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### **INTRODUCTION**

E- Education is a mechanism where the teachings and the learning is provided on an online platform. E- Education is, nowadays, used very commonly because of the fast growing market. It has helped in providing the boost to the education sector in the developing countries, especially like India.

The various online platforms used by the people to attain education includes

- YouTube
- Educational Applications
- Video Lectures

This commonly used mechanism has transformed the whole education sector and has been successful in providing the students with the appropriate and relevant learning as per the new and updated syllabus.

And to provide the education on an online platform, UNACADEMY came in India and established themselves as a complete venture in 2015.

Unacademy educators consist of either the students who have cleared various exams, or the mentors who have a good amount of teaching experience. They are well known for providing the teachings for competitive exams like JEE (Mains), NEET, UPSC, CAT, MAT, XAT, etc.

But Unacademy initially began as a channel on YouTube in 2010 by Gaurav Munjal. But later in December 2015, Roman Saini and Hemesh Singh joined him to found the company as its own venture.

Moreover, under their respective guidance, Unacademy won the Digital Start Up of the year award at IAMA 12<sup>th</sup> India Digital Summit.

Also, in a recent interview, the CEO of Unacademy, Mr. Gaurav Munjal, quoted that they have grown 9X in the past 12 months, and they will now utilize this huge amount of profit, in improving the quality of their services and in bringing the top educators onto its platform in order to serve the public with the best.

Moreover, as per the report of KPMG and GOOGLE, there will be a significant growth of the education on the online platform in India and it will be at a peak, maximum by 2021. Now this report clearly portrays that how the scope of E- Education is changing and evolving over the years. There are a lot of companies that provide the education on online platforms, other than UNACADEMY, such as BYJUS, EDUCOMP SOLUTIONS, EDUKART, etc.

Moreover, in today's fast growing world, the mindset of the parents is also changing and a lot of customers have actually shifted to the online portals, because it provides a lot of benefits, and some of them are:

- It offers the customers with **personalization**, where the students are given the learning, as per their respective suitability
- It helps in **better retention of the content** in the minds of the students, which helps them in getting better results.
- It **saves a lot of time** of the users, as they can access the content, anytime and anywhere, which helps them in quick completion of the work.
- **The lectures on the online platform can be taken N number of times** by the user, which helps in a quick revision of the topic.

And, above all of that the education on online portal is using the available technology very wisely, as it is very rightly said that:

**“If you are on social media, and you are not learning, not laughing, not being inspired or not being networking, then you are using it wrong”**

- **Germany Kent**

## **REVIEW OF LITERATURE**

There are numerous specialists in the world who have represented their views on E-Education in the past so many years according to the study conducted by them in order to gather the true information and impact of E-Education on the general public.

**Moravec et al. (2015)** showed how e-learning tools impact the student's achievement. The study was attended by nearly 2000 students. According to Moravec et al. (2015), the study compares the results of the questions from the area of law where the tool was provided in a pilot version with the result of questions, where the e-learning tool was not provided. The researchers found that the e-learning tools have affected the student's results. Nevertheless, the belief of e-learning tool, may possibly have a negative impact on the students who will depend on the given material was disproved.

**Scholtzand Kapeso (2014) and Almajali et al (2016), Shannak (2013)** explored the factors of the mobile learning (m-learning) approaches which can be sued for Enterprise resource Planning System (ERP). The technology acceptance model (TAM) was applied to assess the acceptance, usefulness, and perceived ease of use of the m-learning. The researchers found that the m-learning was correlated positively for perceived ease of use and perceived usefulness as such findings confirmed other studies which stressed the importance of the quality of course content in e-learning and m-learning projects.

**According to Judprus (2015)**, the development of knowledge management and e-learning unsurprisingly are developed for years as both disciplines deal with knowledge capture, sharing, application and generation, have vital technological components to enhance learning, and contribute to build a continuous learning culture.

He found that knowledge management and e- learning naturally brings both, disciplines closer and supports integration. Model analysis confirmed several integration approaches. The more general approach is to base integration on common ground, which is identified as learning. Nevertheless, these approaches are not implemented in production environment and require necessary technical specification and application support.

**Jakobsone and Cakula (2015)** aimed to get a new perspective on knowledge sharing process, and better understand the future of the automated learning support system involving the use of new technological opportunities. The major study question was how the automated learning support system could develop the efficiency and quality of the further knowledge flow and offer sustainable cooperation between educational institutions and entrepreneurs. The researchers found that the analysis of the information system as an online learning support platform, improved quality of the knowledge flow, and recommendations for advancing work- based learning besides the encouragement of the efficient knowledge management technologies. Furthermore, innovations in the learning process needs to be real and simple to help the adults to find how to solve their problems, preparation of training is needed following a specific employer demand and knowledge sharing has to be equally vigorous on both interested sides, and needs have to be obtained, and accurate content and the quality must be presented according to the merchant's prospects.

### **OBJECTIVES OF THE STUDY**

1. To study the growth of Unacademy over the past few years
2. To analyze the evolution of E- Education in India
3. To study the impact of E- Education on the performance of the students
4. To study the adaptability of the online platform.

### **RESEARCH METHODOLOGY**

Research Methodology offers the theatrical underpinning for understanding which method or sets of methods, or the best practice can be applied to a specific case, for

example, to calculate a specific result. Therefore, it is concerned with choosing the right method to produce the favorable outcome.

The research methodology here is based on the predictive marketing analytics on E-Education in India by Unacademy. And in order to attain a better understanding about the topic, let us firstly understand the basic meaning of predictive marketing analytics.

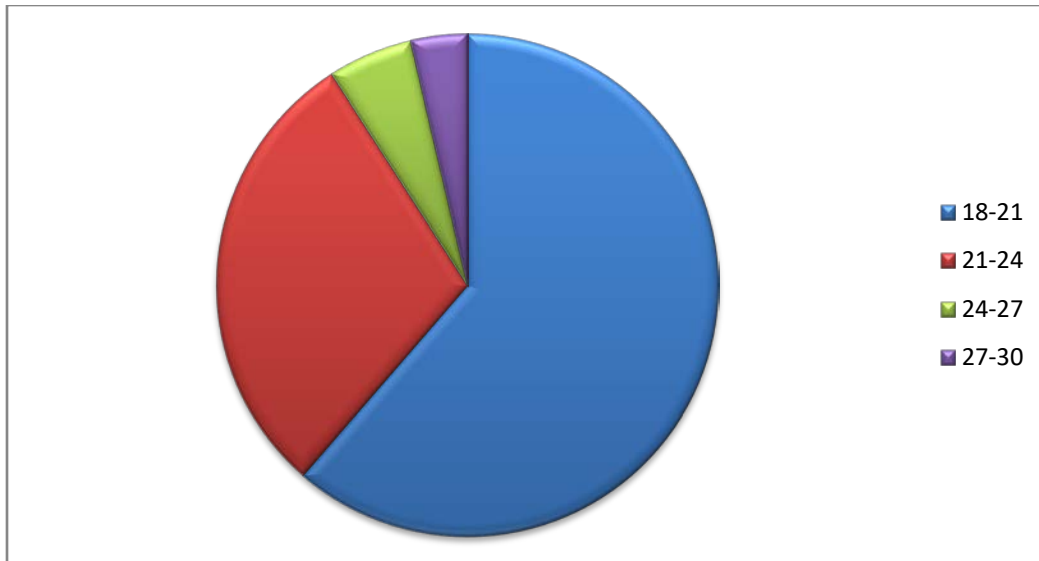
Predictive Marketing Analytics is a branch of advanced analytics that harnesses all the big data to predict future events or results in an effective manner. In other words, it analyzes the patterns based on historical and transactional data that can be processed further for identifying future risks and opportunities.

Moreover, the sample has been drawn according to a specific plan, as we have targeted the students who are preparing for the competitive exams and also the ones who have cleared such exams, in order to attain full set of information. And the technique that we have used to collect data is a Questionnaire, by a sample size of 50 people.

To carry out this research, we have used primary mode of research to get a true and a fair picture of the market, as a whole.

## **POPULATION**

The sample size used by us, in order to carry out the research, consists of 220 people. The age wise distribution is as follows:

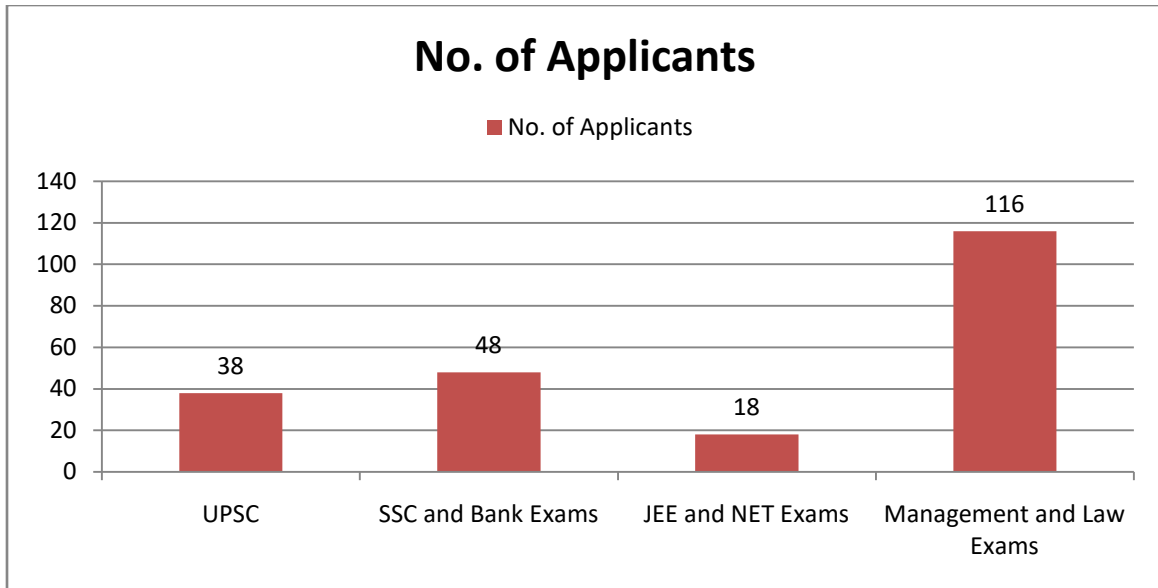


## **DATA ANALYSIS**

After the collection of data from the users, the analysis is done, followed with the interpretations.

**Question1.) For which of the below mentioned courses you are preparing for?**

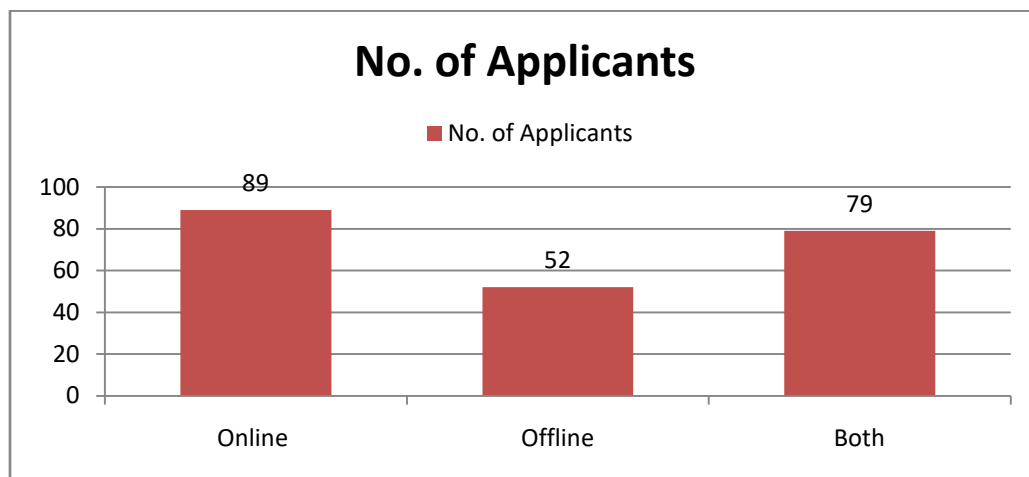
- a) UPSC
- b) SSC and Bank Exams
- c) JEE and NET Exams
- d) Management and Law Exams



**Interpretation:** The majority of the students prepare for Management and Law exams and also students emphasize on bank exams quite a lot.

**Question2.)** What type of classes do you prefer?

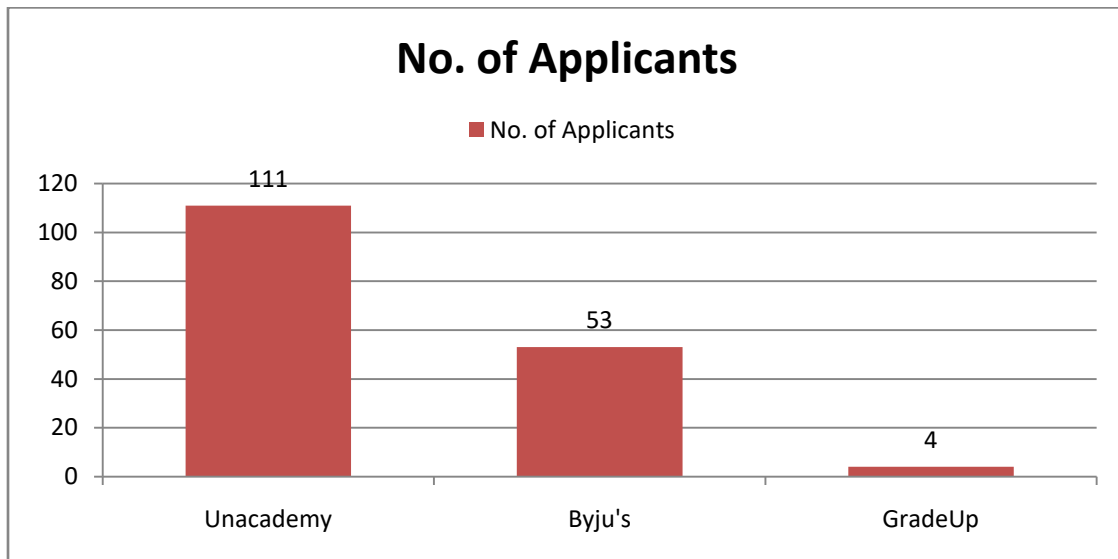
- a) Online
- b) Offline
- c) Both



**Interpretation:** Due to the time constraints, the majority of the students follow the online platform to prepare and a lot of applicants follows both, online and offline platforms, in order to be more efficient in their results.

**Question3.)If online, then which learning app you follow?**

- a) Unacademy
- b) Byju's
- c) GradeUp

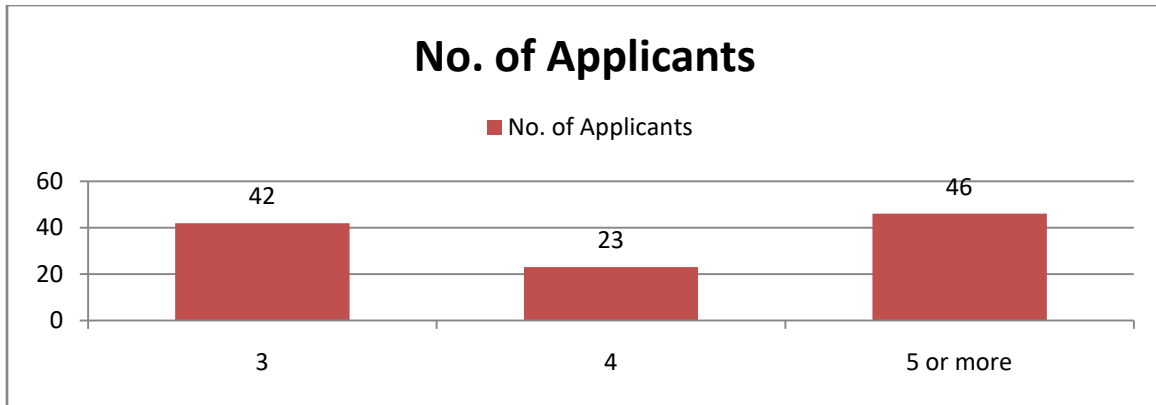


**Interpretation:** Majority of the applicants uses Unacademy as a platform of online learning in respect to the other applications.

**Question4.)In Unacademy, how many lectures are provided to you in a week?**

- a) 3
- b) 4
- c) 5 or more

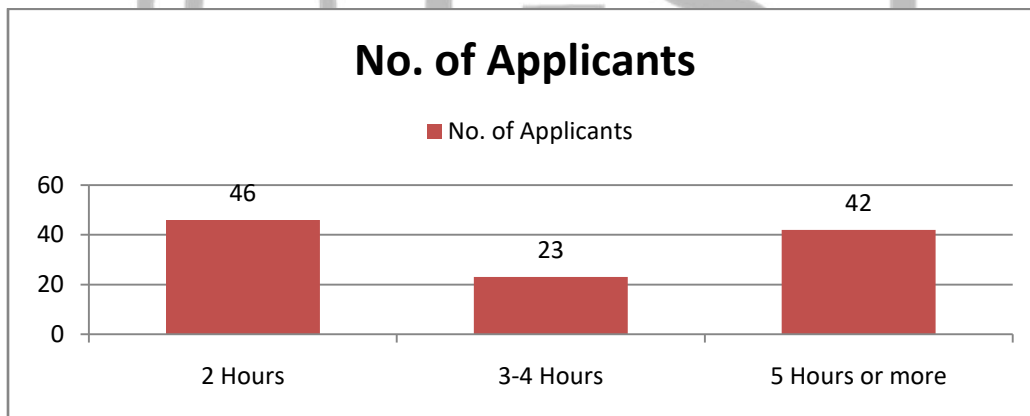




**Interpretation:**the applicants who were working side by side, claimed that they get 3 classes per week as per their respective schedules, whereas the ones who are pursuing their studies attends 5 lectures per week

**Question5.)What is the timing for each lecture?**

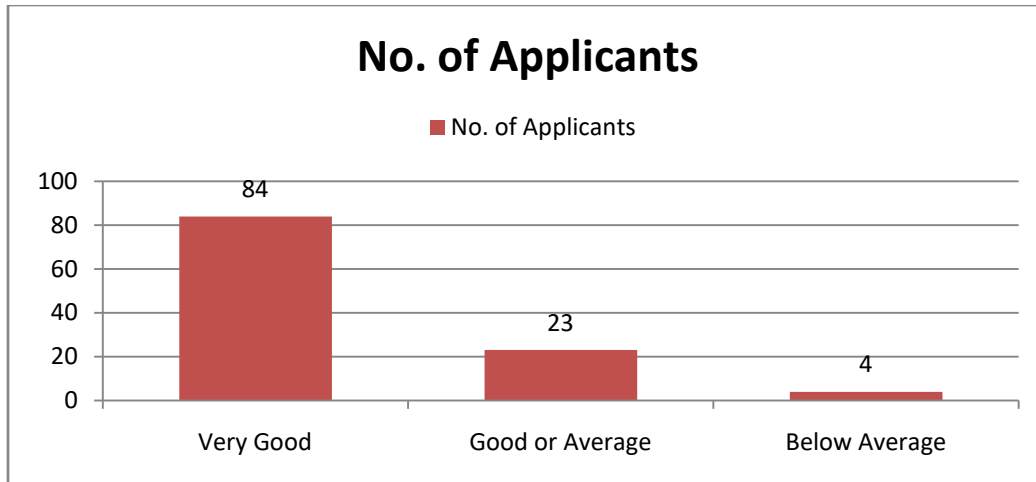
- a) 2 Hours
- b) 3 – 4 Hours
- c) 5 Hours or more



**Interpretation:** The applicant who attends the lectures regularly have a class of approximately 2 hours and the ones who attends it majorly on weekends, attends a lecture of 3-5 hours.

**Question6.) How's the overall interface of Unacademy?**

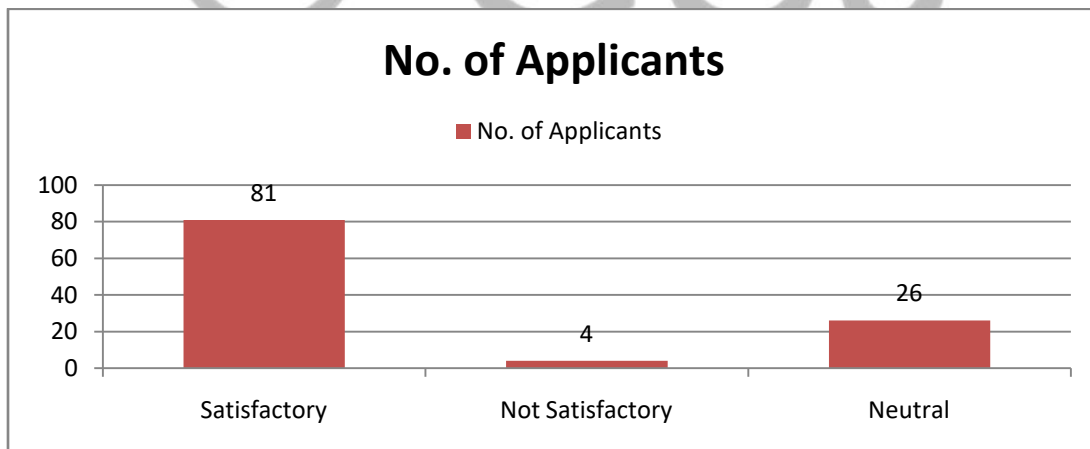
- a) Very Good
- b) Good or Average
- c) Below Average



**Interpretation:** 84 applicants of Unacademy feel that Unacademy has a very good interface as everything is clearly visible to the applicants over their application.

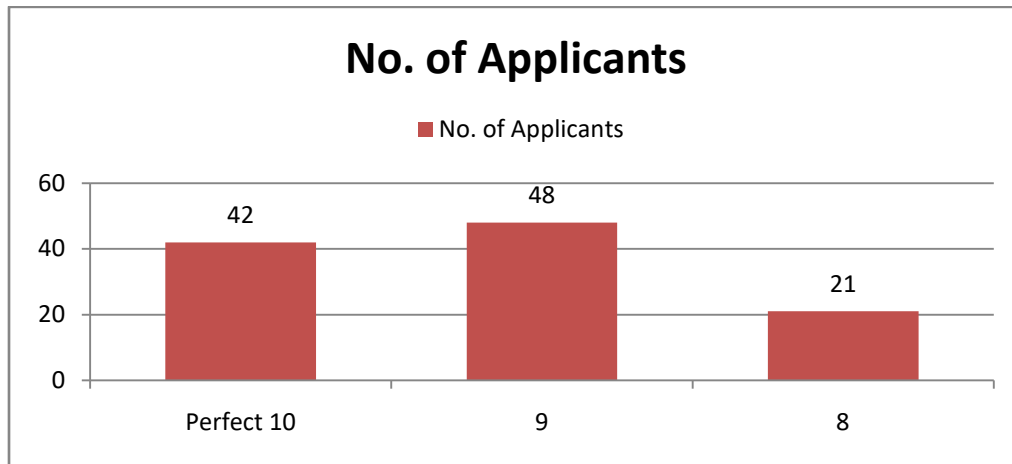
**Question 7.)** What is the impact on your performance in respect to your friends and other candidates?

- a) Satisfactory
- b) Not Satisfactory
- c) Neutral



**Interpretation:** Majority of the applicants believes that their results have a great impact on their individual knowledge level and their mock test scores as well.

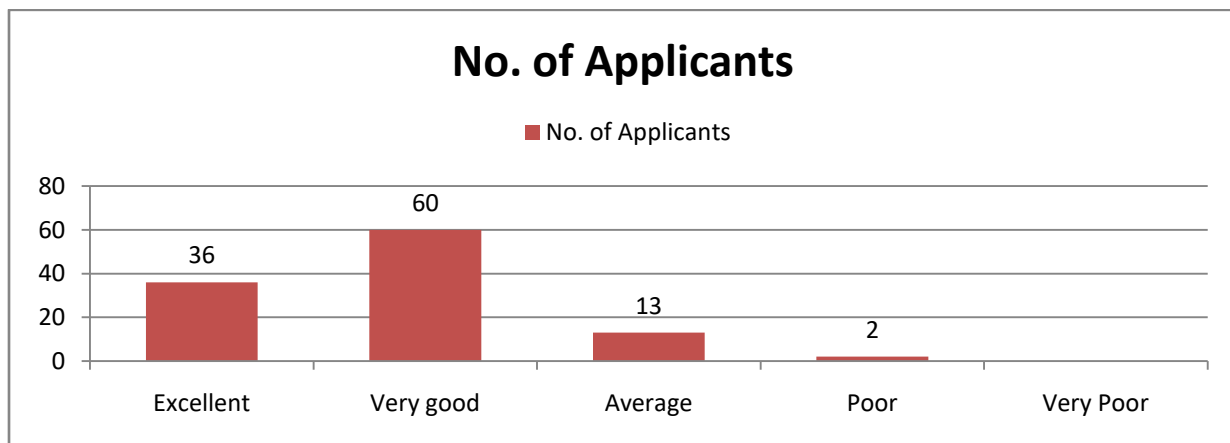
**Question 8.)** On a scale of 1 to 10, how would you rate the faculties of Unacademy?



**Interpretation:** Majority of the applicants believes that the faculties of Unacademy are quite knowledgeable and are good with the students.

**Question9.)**How do you feel about the query handling procedure of Unacademy?

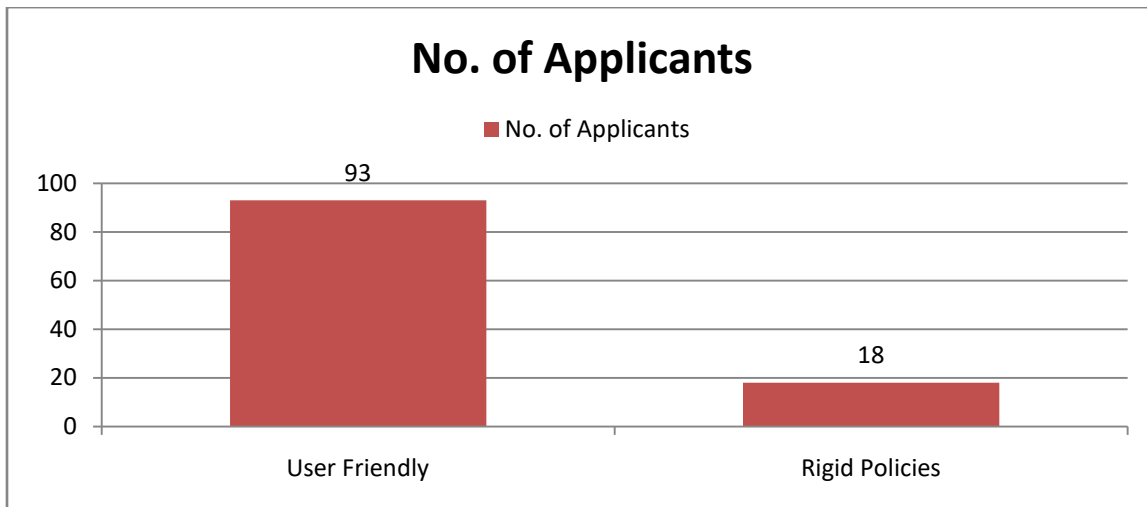
- a) Excellent
- b) Very good
- c) Average
- d) Poor
- e) Very Poor



**Interpretation:** Approximately 90% of the applicants believe that the query handling procedure of Unacademy is very good as it helps in quick solution of the problems.

**Question10.)How do you see the platform of Unacademy as a whole for the ultimate users?**

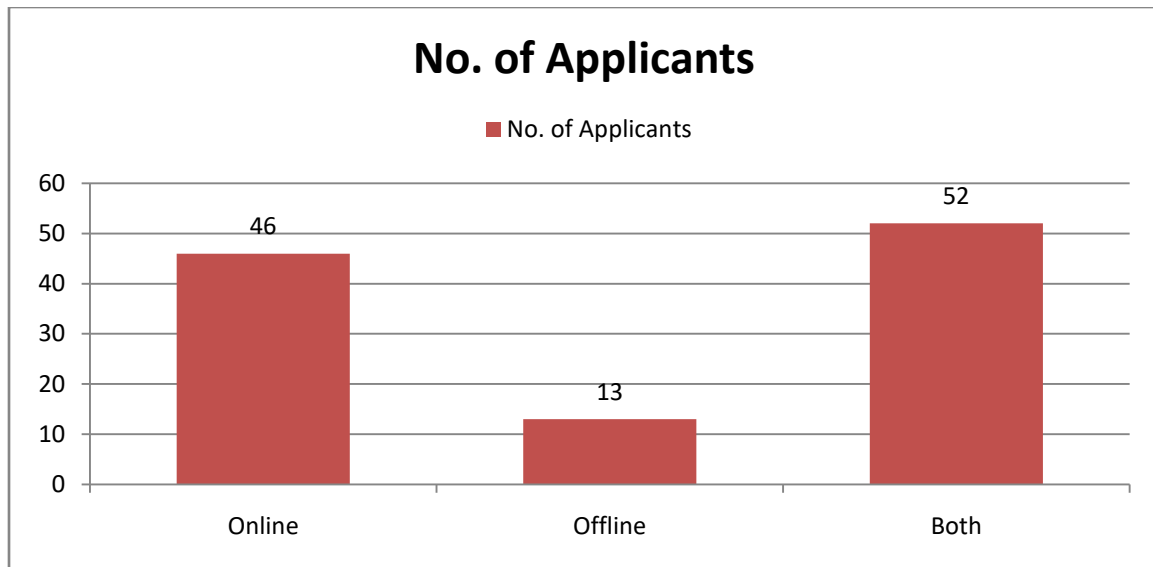
- a) User Friendly as a lot of customizations are possible
- b) Rigid in their policies



**Interpretation:** More than 80% of the applicants believe that Unacademy is a user friendly application as customizations are possible without any hustle.

**Question11.)Since you have been a part of online platform as well, then which platform would you recommend to others?**

- a) Online
- b) Offline
- c) Both



**Interpretation:** It is pretty evident that students prefer both, offline as well as online classes quite a lot as they believe that online classes have been impactful in their results and helps them by providing revised study papers which helps them to score better.

## **FINDINGS**

- It was found that Unacademy is quite famous among the students for pursuing studies over the online platform.
- It was observed that applicants have the choice to attend the classes as per their schedules, like they can attend classes 3 days per week, or 5 days per week.
- Proper time has been allotted to different subjects as per their relevance in the course.
- It was found that applicants were able to perform better in their mock tests due to flexible timing of the classes
- Applicants who uses both, online and offline platform, claims that they are able to solve questions quickly and in a more efficient manner.

- It was found that Online classes helped the applicants in revising their study material as they have the videos with them on their home page
- It was also observed that online classes helped in managing the time of the applicants in a better manner.

## **CONCLUSION**

Unacademy has been the online education provider, who aims at providing better results to the students along with the quality education to them. It has a number of faculties associated with it, who have good records in the field of education, which further helps the students in gaining more knowledge.

Moreover, among all the other service providers and the competitors, Unacademy proves out to be the favorite among the people as majority of the people are connected and have applied in Unacademy.

The applicants also believe that the study material provided by Unacademy is quite reliable as it covers all the major topics that are asked on the repetitive basis in the exams. And that has helped the students in increasing their respective performances.

Also the online platform has been a way better for the students as it gives them the proper time flexibility as well as it helps in revising the whole syllabus as they have the videos of the lectures.

So, talking about the whole, the online platform is being appreciated by the applicants and the users as it saves a lot of their time, and nowadays time is a big asset.

## **RECOMMENDATIONS**

- It is suggested that the queries could be handled in a better manner so as to provide satisfaction and better results to the ultimate users.

- Moreover, for better functioning of the application, the applicants should be allotted with a mentor, who will be guiding them throughout and who can be approached in case of any problems faced by the applicants.
- It should make it compulsory for the students to appear in weekly tests in order to measure their respective performances.
- Moreover, there should be a live session between the faculty and the students, so that they can ask their valuable doubts face to face.
- Also, the students should be provided some other motivational sessions, other than the course, so as to increase their morale.
- The faculties should use more images and stories to make the students understand a topic in a better manner.

## **REFERENCES**

1. [www.unacademy.com](http://www.unacademy.com)
2. [www.quora.com](http://www.quora.com)
3. [www.wikipedia.com](http://www.wikipedia.com)

## **APPENDIX**

### **QUESTIONNAIRE**

#### **“A study regarding the E – Education in India by Unacademy”**

We, the students of JIMS Kalkaji, are conducting a survey on “study regarding the E – Education in India by Unacademy”. We seek your cooperation in filling up the questionnaire below.

**We, thank you in advance for your precious time** contributed to our study and we are grateful to you for providing honest replies.

**PART A**

1. NAME :
  
2. AGE :
  
3. GENDER :

**PART B**

**Question1.)**For which of the below mentioned courses you are preparing for?

- e) UPSC
- f) SSC and Bank Exams
- g) JEE and NET Exams
- h) Management and Law Exams

**Question2.)**What type of classes do you prefer?

- d) Online
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- f) Both

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**Question9.)How do you feel about the query handling procedure of Unacademy?**

- f) Excellent
- g) Very good
- h) Average
- i) Poor
- j) Very Poor

**Question10.) How do you see the platform of Unacademy as a whole for the ultimate users?**

- c) User Friendly as a lot of customizations are possible**
- d) Rigid in their policies**

**Question11.) Since you have been a part of online platform as well, then which platform would you recommend to others?**

- d) Online**
- e) Offline**
- f) Both**

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