

A STUDY OF IMPACT OF EDU-TECH COMPANIES ON EDUCATION IN KERALA WITH SPECIAL REFERENCE TO BYJUS AND XYLEM.

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Abstract:-

The study deals with the drastic changes in Indian educational system. It has presented the education community around the world with numerous challenges in continuing the learning process spreading of Covid -19 pandemic all over the world getting certain business at peak, which brings a new concept of online education. The Covid-19 pandemic has prompted a greater use of online learning tools and platforms. While in-Person classroom experiences are on hold, digital tools enable schools and colleges to maintain learning continuity. To conduct classes, schools and colleges are now using platforms such as Microsoft Teams and Google Meet. A growing number of students are enrolling in classes through Online learning platforms such as Byjus, Xylem, Topper, and Meritnation, among others. Most parents believe they do not have enough time to educate their children on their own. With in the increased use of smartphones and tablets, this trend will only continue to rise! This study will identify the impact of various Edu-tech startup companies on education and also study the positive and negative side of edtech start up like Xylem and Byjus.

Big Revolutionary changes had took place during that period of time. Before the pandemic in India, “Byjus” was the prominent learning application of education in India. But during the time of pandemic many online Edu- Tech companies shoot up with their business. During the pandemic all educational institutions were shut down due to lock down, these companies or educational online platform helps the student community in bringing uninterrupted classes. Xylem is an edutech company which was born out of Dr. Ananthu’s vision to help students during the pandemic time using his self developed, tried and tested methodology which already has benefitted many. Edu- Tech companies certainly brings a new era to the educational system ie .. remote learning. In a classroom, in offline classes, the teachers has the limitation in conveying a concept with examples. But it is entirely different for online learning platform, they are providing the classes with a professional application.

Keywords: Edtech, Byjus, Xylem.

Learning concepts:

Online learning has a historical root in distance education, the letter was an alternative educational practice and program for non-traditional learners who could not have had educational opportunities. In the olden days, it was a great task for the Teachers to convey the ideas and makes the students understand with task experiment or by examples. By the arrival of Edu-Tech companies it helps the students to learn through videos and also with the help of new technology, it helps the student to understanding concepts very easier. According to the human psychology understanding the concept through videos makes much effective than a lecture class.

Classes provide by these Edu-tech companies through professional application creates an amusement park for the students rather than a traditional classroom. Online platform provide on help the students in clearing doubt which they will not able to clear by a face to face classes and also it has provided

easy access to the files and folders that can be organized and saved without any physical damage. These programmes can help them develop new skills and capabilities in the students with the help of technology and interdisciplinary approaches. Online learning has helped students to become independent learners before they make their way out into the real world.

Introduction :

Today, virtual classrooms allow us to bring teacher-student interaction as close to a live, in-person experience as possible. However, it is impossible to deny that the pandemic has accelerated the adoption of technology to facilitate the transition from traditional to online learning. Technology-Enhanced education makes it more accessible and equitable. The whole point of “online study” is to bring students and their mentors/teachers closer together, because even after coaching hours, a teacher can stay in touch with the student via mediums such as Telegram, ensuring that no student feels alone or unheard in any situation. Parents all over the world are willing to go above and beyond to ensure that their children receive the best education possible. Because competition is fierce, parents prefer to provide additional learning support in the form of private tuitions. And, with the advancement of technology, Online Tuition has grown in popularity because it is no longer necessary for the teacher and student to meet face to face for knowledge sharing. The growing popularity of online tuitions has put parents in a quandary: should they choose online tuition or traditional coaching classes. The education industry is one of the world’s largest and most important, but it has been making slow progress toward digitalization and innovative learning methods for many years. This industry, however, underwent a digital revolution as a result of the health crisis. Startups began developing new online learning platforms and tools to keep children interested in their studies. Indeed, they redefined educational norms through the use of artificial intelligence, machine learning, digitization, and automation, resulting in more efficient and engaging education delivery channels. Without a doubt, the Edu-Tech startup scene has expanded significantly and is now brimming with apps and various online tools. Here’s how Edu-Tech startups are reshaping education’s future. The Covid-19 pandemic has ushered in a golden age for India’s educational technology startups. However, if current trends are any indication, this party will not last forever. When the Covid-19 Outbreak began in India in March 2020, the country’s largest edu-tech platform, Byju’s, saw six million new students enroll in its courses. Another 7.5 million were added the following month. Byju’s competitor Xylem, which hosts live online classes for school children, clocked 75 million hours of content consumption in 2020, with 6.3 million students accessing its material across competitive exams preparation .

Objective:

- To know the impact of Edtech app like Byjus and Xylem on schools.
- To know the advantages and disadvantages of edtech app byjus and xylem.
- To study the effectiveness of edtech start up on education.

Conceptual framework:

The e-learning solution digitises the traditional classroom environment and simplifies teachers’ and faculty’s daily work. There are numerous online learning and course stages that provide the opportunity to learn, create, and sell online courses. Education entails more than what you learn in school and college. It is also what you learn from your surroundings and the internet. The Internet has now become such a valuable resource for learning almost anything. Educational websites and apps do an excellent job of providing a platform for

Anyone who wishes to learn and hone their skills. Because of COVID-19, online education has become even more important this year, and it is critical to understand which platform you should use to learn and improve.

Research methodology.

This research study relies on secondary data. The aforementioned secondary data is gathered from various sources, such as E-Learning reference books, Web Portals, Online Education, and so on Learning at a distance. Secondary data for this research study is also gathered from various Magazines and newspapers. E-Learning, Web Portals, Online Education, and Distance Education Journals Learning. Secondary data for the aforementioned research study is also gathered from various websites and searchengines providers of online information and engines.

Literature review.

- The use of educational technology is shifting toward fee-based enterprise-level applications and free, open-source collaboration and presentation tools. Educational technology is enabling teachers to restructure classroom time for purposes other than the transmission of factual information, and to take an evidence-based approach to instructional innovation and reform.
- The app is interactive, comfortable, and effective, according to the majority respondents. However, the study also discovered that some users are unable to effectively use this app for personalised learning because they are not regular app subscribers. For the average Indian student, a regular subscription is prohibitively expensive. Xylem learning App is working hard to change the Educational landscape and will undoubtedly reach a large number of people.
- During the COVID-19 pandemic, Xylem learning app was a leading online education brand, with 85 percent of parents subscribing to this mobile app for their child's education. As a result, the coronavirus crisis aided Xylem learning app's rise to the top of India's online education providers.
- Coronavirus is one of the most prevalent patterns in word search clustering, with the education system at the helm and preventive measures in place to restore balance to the educational system. In the last year, there has been a significant increase in the number of online platforms. Existing educational institution assets have effectively converted traditional education into new-age online education with the help of virtual classes and other key online tools in this ever-changing scholastic setting. The most popular online platforms for conducting classes are Microsoft Teams, Zoom, Google Meet, and WebEx, and whiteboard software tools and learning apps such as Xylem, Byju's, And Whitehat Junior have been major market players in the education system over the pandemic Year.

Edu-tech.

Edu-tech is a one-of-a-kind combination of education and technology. Given that education is one of the most traditional industries in the world, this combination is a game changer. AS a result of Technological advancements, classrooms are now virtual. IT tools are being introduced to improve student learning experiences and to provide new opportunities for teachers. The bold idea of 'educational technology' or Edu-tech is nothing new. The industry has been through some rough times since its Inception, but with the current crisis in American education, there is a new renewed investment Edu-tech companies or startups are everywhere, with new and innovative ideas about how to improve public education and minimize cost. The outline platform which had helped the students to a great extent during the shutting down of classes due to lock down. A large number of Edu-tech companies are made its during the pandemic era. While comparing with the traditional education institution, scope of education company is very huge.

The Edu-tech companies becomes a billion-dollar makers during the period of 2019- 2021. The companies are at the axis point in the country during that time. Most famous among them are Byju's, Unacademy, Xylem, My Tuition App. The companies which provide the service in different segments, for example IAS coaching, CA Entrance, NEET, KEAM, JEE, UPSC etc..

Byjus

Byju's has grown to become India's largest Ed-Tech (Learning) company. The idea is to reinvent how students learn and turn learning into a game through their learning classes and, as a result, the learning app.

Byju's classes provide preparation for a variety of competitive examinations. It is now India's leading provider of supplemental school curriculum classes for grades 6-12, as well as test preparation for The CAT, JEE, IAS, GMAT, and GRE. With their fun learning sessions, they aim to provide high-quality, engaging, and accessible education. They have handpicked the best teachers from India, and they use copyrighted teaching techniques to make learning enjoyable and effective for students. Their team of teachers employs cutting-edge Technology to provide the most basic of education to young minds, preparing them for the long term. This platform provides engaging and interactive study material in the form of videos. Byju's sessions for grades 6 through 11 are available to help students with Math, Physics, Chemistry, and Biology.

Merits:

Classes will be taught by a variety of excellent teachers from India. Video lessons and personalized learning are used as modes of instruction. They provide comprehensive tutoring services.

A variety of exercises will be available for practice so that we can become thoroughly acquainted with the subject.

Subject revision will be accomplished through both teaching and testing.

Demerits:

It is not a cost-effective option.

It can take a while to connect to the internet.

Features:

Attend the class reception at your leisure and according to your schedule. You can go over lessons as many times as you want.

To ensure complete preparation, all lesson videos are mapped to the curriculum. Take chapter-by-chapter tests and get in-depth analysis.

Students can study at their own pace with adaptive learning.

Result-oriented, structured programmers with basic and advanced modules, as well as problem-solving abilities.

Each lesson and course intuitively adapts to the scholar's training pattern and aptitude.

Xylem:

Xylem is an edutech company which was born out of Dr. Ananthu's vision to help students during the pandemic time using his self developed, tried and tested methodology which already has benefitted many

A complete entrance oriented online platform for NEET-UG, JEE/KEAM CLASS 8-12. Xylem Learning App is an exam preparation app, which assists you to prepare for the NEET UG, JEE, KEAM PLUS ONE and PLUS TWO examinations. In Xylem, an educator can provide personalized instruction by using two-way audio, video, and white boarding tools that allow both the teacher and the student to see, hear, write, and interact in real time.

Merits:

On time and with an honest package for its tutors. Learners have the opportunity to grow as a result of this provision. Provides a vibrant workplace that does not tolerate underperformers. Listed as one of the best online tutoring platform.

Demerits:

- Countless working hours
- It can take a while to connect to the internet.

Important features :

- Video courses – Visual exam preparation is facilitated by Xylem Learning app's video tutorials on Physics, Chemistry and Biology. Online lectures help the aspirants in gaining knowledge in depth and attaining calibre to crack the NEETUG examination.
- Study materials for exam preparation – We provide study materials covering the entire syllabus of biology, chemistry and physics. Concepts and theorems explained thoroughly with short notes, interactive diagrams, flowchart etc.
- MCQs – Xylem Learning app contain time bound repeated and high yielding MCQs of all the topics.
- Daily exams, Weekly exams, Pre-NEET exams with ALL KERALA RANK LIST.
- In depth performance analysis for all subjects.
- Includes quick revisions for all subjects.

Ed-tech Collaborating with schools:

The ongoing Covid-19 crisis has made it mandatory for schools to adopt technology as soon as possible, and the transition is much easier with Edutech startups. It would also allow these institutions to benefit from future advancements in the sector, in which these Edutech startups would be investing heavily given the demand. It is still a new experience for both students and teachers. This could pave the way for comprehensive digitization of education while adhering to standard schooling practice's if the right platform is used. Schools require a dependable technology partner, preferably one that specialises in Edutech and can provide a tailored solution to meet specific demands and challenges.

To know the advantages and disadvantages of edtech app Byjus and Xylem :

Xylem is undoubtedly one of the most famous online learning apps ever due to their effective advertising and marketing strategies. Xylem has a really wide reach due to all the various courses available on its site. The USP of Byjus is its unique model of having 1-on-1 live student teacher sessions. Only problem associated with Byjus is unprofessionalism by some members of the Management.

To study the effectiveness of edtech start up on education:

Collaboration with Edutech startups will greatly benefit schools and colleges. It is possible for schools to – through such collaborative ventures. It Delivers a platform that simplifies education while also making it more accessible and interactive. Students Get immediate tech support. It encourages Mass digitization, which will become the new norm in the coming years. It Provide adequate assistance to teachers who are adjusting to the age of digital learning.

As homeschooling continues to be popular in many Indian states, e-learning platforms have seen a surge in popularity. According to a survey, the most popular tool in India is Xylem with 90 percent of parents reporting that their children have used it. According to their parents, Un Academy, Byjus and Vedantu were only used by about 30% of children. 75 percent of parents reported that their children were learning well by using online platforms on their own. 55% of parents said their children were now enrolled in an online learning platform, up from 40% prior to the pandemic.

Behavior of students community towards online education:

Now a days Central Government of India also promote online education system through online universities introduced in the online budget 2022. To a great extent students community is forced to accept learning through online rather than an offline.

The pandemic covid-19 makes a door open to the more Edu-tech companies to promote a large scale business by offering different segments of courses. Before this pandemic, joining in an online platform or course is not much accepted by the students as well as their parents because they considered online education is not effective in compare with offline education also they may think about these fraudulent organization. Edu-tech company has a professional application and most expanded facilities.

In addition to the facilities they provide mentorship facilities to each and every students. In compare with the nominal classroom student is provided with a number of services. The features and services provided by the Edu-Tech companies are not award by the students and parents before pandemic or Lockdown. But nowadays student community and parent community accept online education and also says that it is more useful than a normal classroom.

Conclusions:

College and high school education are no longer dependable. Many people believe it is corroding the minds of young and brilliant students. Furthermore, the students' tuition is far too high for a degree. Due to the pandemic, millions of students have begun learning online and searching for top educational websites and apps in the last six months. It is clear that educational websites play a critical role in the development of the nation's young minds, and thus the nation's future. If you want to make a difference, traditional education is insufficient. As a result, use apps and educational websites to jumpstart your career and hone your skills.

E-Learning, or web-based learning systems, will be the future of education in the coming years. It is a boon to society because it is accessible to all segments of society. The expansion of the E-Learning system can help a country like India achieve a higher level of economic development, education, and literacy. Not only will online education benefit students, teachers, and professionals, but it will also provide a diverse opportunity for corporations to expand their business opportunities. The education Industry has shaped people's success for many decades. However, in the modern era, Edutech has

taken over to transform the traditional classroom setup through the use of new approaches to learning and teaching. As a result, Edutech startups are proactively guiding the future of education.

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