ICT Adoption in Education Sector India 2012

Abstracts

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ICT in education sector consists of the implementation of various IT tools / applications which help facilitate imparting of better and efficient educational services. The market size was estimated to be valued a little over INR 40 bn in 2011. Encouraging Government initiatives and need for better and high quality educational services is boosting the ICT usage in education.

The report begins with an overview of the Indian education sector (IES) depicting the hierarchy in terms of 'Formal' and 'Non-formal' education system. A breakup of these individual education systems has also been furnished for a better understanding. The introduction section moves on with the overview of Indian education sector furnishing details such as market size and growth of Indian education sector, growth of formal and non-formal education system & their past and forecasted market breakup. Market size and growth details pertaining to individual segments of the education sector has been provided so as to provide a clear insight about the sector on a whole. Drivers and challenges identified in the section highlight the major factors aiding and hindering the growth in the sector. Drivers identified for the sector include favorable demographics, foreign direct investments and government initiatives. Whereas the prevailing challenges include limited access to educational institutes, lack of human resource and high drop ratio.

ICT in education section of the report contains an in depth information about the use of ICT in education sector highlighting the key application areas of ICT. IT components used such as hardware, software and connectivity tools adopted by the education sector have been compiled in a tabular manner for a better understanding. Moving along the report illustrates the market share of ICT in education sector followed by the present and forecasted year on year share of ICT in education. It further talks about the

major educational startups which incorporates ICT tools and solutions in their product portfolio for the education sector. A section on the major ICT solutions used in the education sector i.e. Storage Area Network, Enterprise Resource Planning and Wireless LAN is provided followed by a brief section stating some major educational institutes and specification of their ICT implementations. It is immediately followed by a section discussing the role of ICT in the enhancement of overall quality of education.

Government initiative section provides an exhaustive list of the various steps adopted by Government in promoting ICT oriented education. The report further mentions the various NGOs and private players participating in the education sector followed by a list of the major developments in the sector. Challenges identified in the sector comprises of poor internet services and rural urban barrier & lack of physical infrastructure. Vendor strategies section talks about some of the major marketing initiatives taken by the leading vendors in the recent times.

The report also explains the role of cloud in education sector wherein it outlines the various driving factors, potential cloud users in the sector and the relevant solutions for the sector. It enlists the major educational institutes to have adopted cloud computing in India.

Competition section has been profiled in details within the report which enables readers to get a clear picture of the current competitive scenario. The section lists the basic details of the players such as corporate information, business highlights and key members. The section also features financial analysis of key vendors which in turn provides us with the financial health of players.

Major educational institutes section has been strategically designed in order to serve as a list of prospective leads for ICT vendors. Names and relevant point of contact for institutes hailing from different segments of the education sector has been furnished.

The report ends with the section listing some relevant case studies in the sector thereby highlighting real life examples in India. Strategic recommendation section in the report is the result of a thorough analysis of the market and provides effective business ideas for the players operating in the market.

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