

**AMITY**  
UNIVERSITY  
— M U M B A I —

**AMITY UNIVERSITY MUMBAI**  
**AMITY BUSINESS SCHOOL**

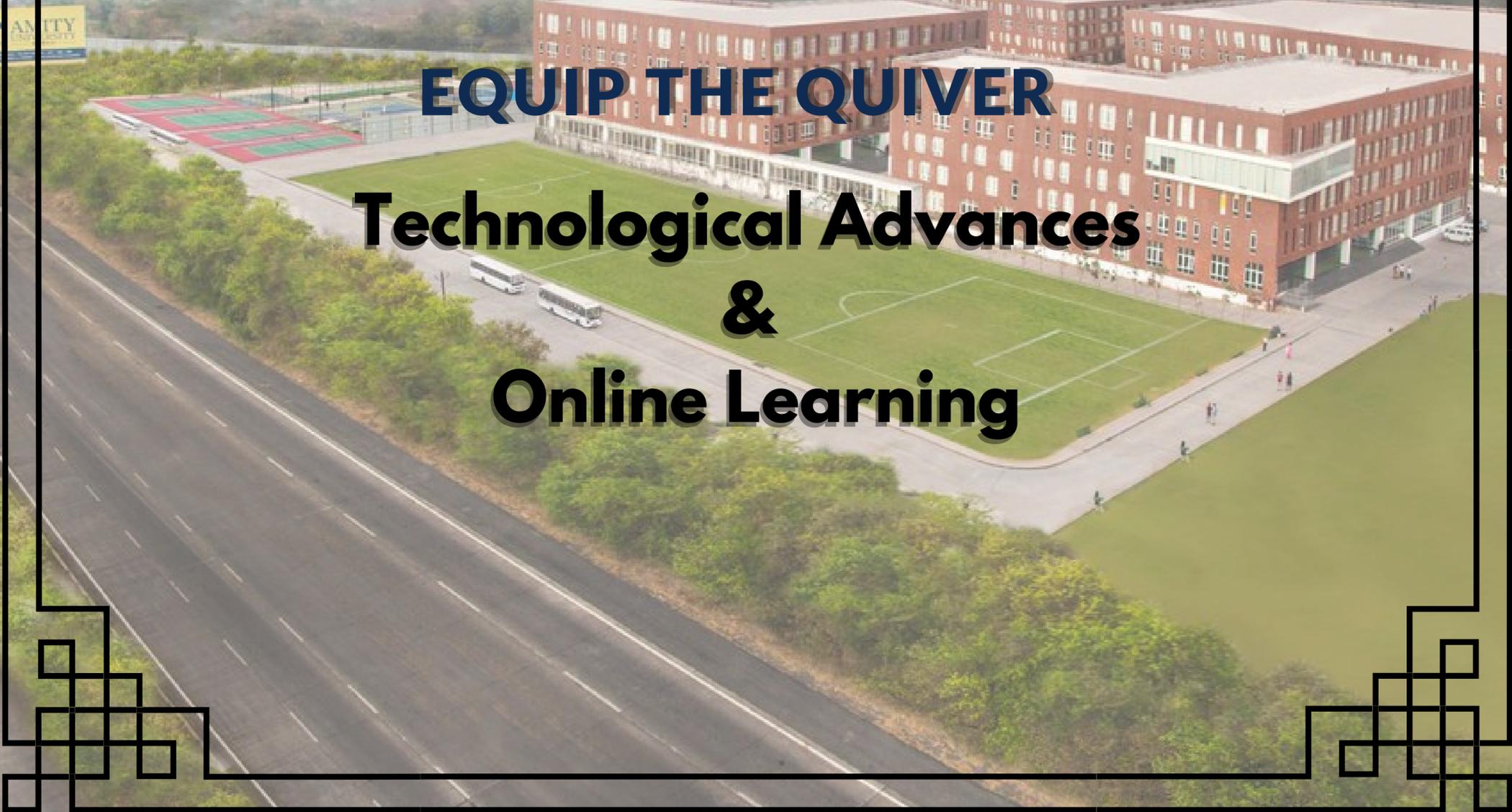
**e-Newsletter**  
**2nd Edition**

**December 2021**

**BUSINESS QUOTIENT**

**EQUIP THE QUIVER**

**Technological Advances  
&  
Online Learning**



# **FOREWORD**

**Greetings to everyone reading the Business Quotient**

**I am very happy to be writing to you about the most successful launch of e-newsletter 2.0 by our Amity Business School, Amity University Maharashtra.**

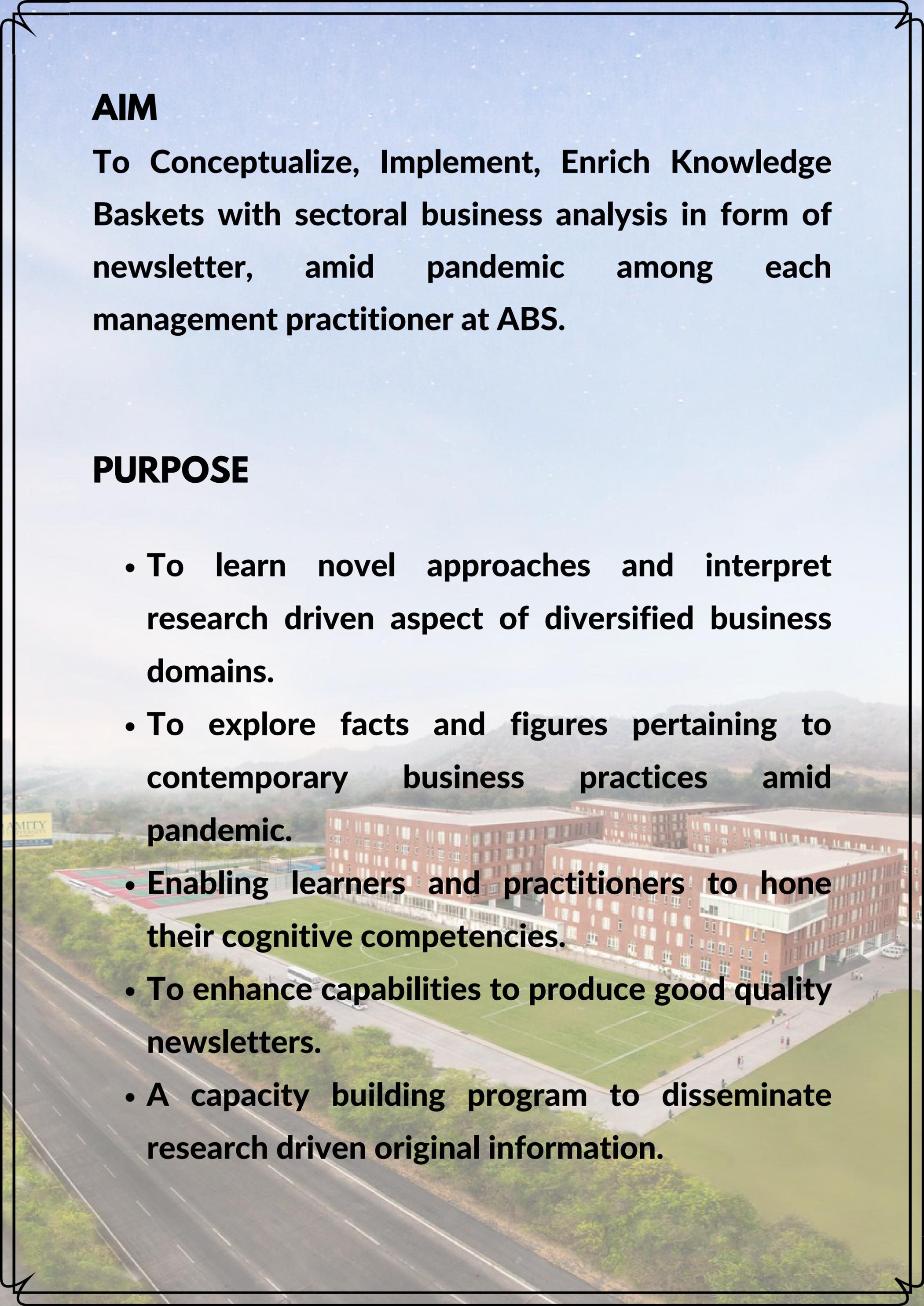
**We strive to produce collection of articles which would be focusing on contemporary challenges because of pandemic. I am pleased to state that we have successfully compiled over 50 articles from industry practitioner, faculties and students. We honestly believe in the dictum, “dream realized-on time generates twice the happiness”. We try to ensure that experience of having a deep dive into the newsletter is truly unparalleled.**

**\*The views expressed by the authors in their article are at their personal capacity.\***

## **AIM**

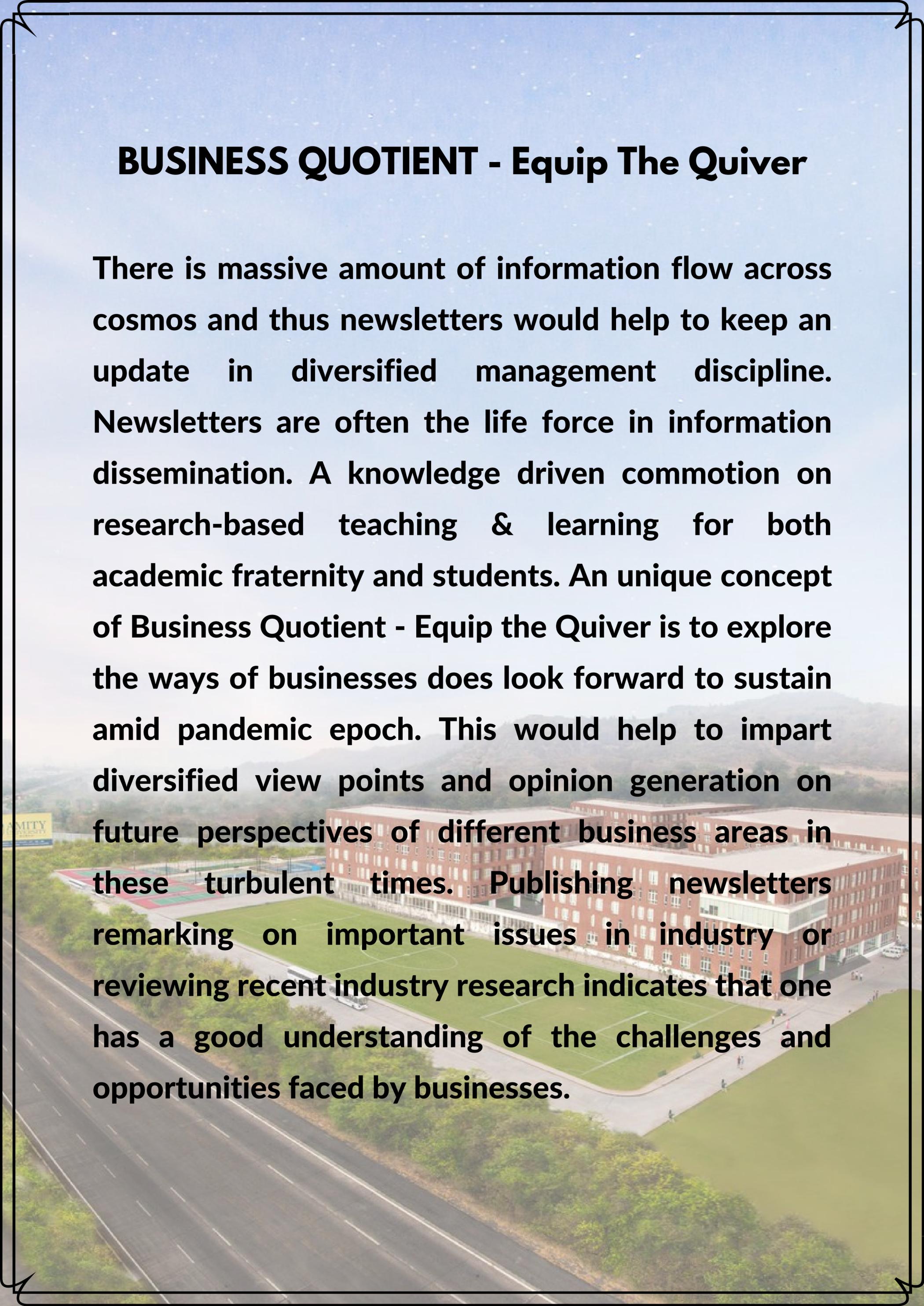
**To Conceptualize, Implement, Enrich Knowledge Baskets with sectoral business analysis in form of newsletter, amid pandemic among each management practitioner at ABS.**

## **PURPOSE**

- **To learn novel approaches and interpret research driven aspect of diversified business domains.**
  - **To explore facts and figures pertaining to contemporary business practices amid pandemic.**
  - **Enabling learners and practitioners to hone their cognitive competencies.**
  - **To enhance capabilities to produce good quality newsletters.**
  - **A capacity building program to disseminate research driven original information.**
- 

## **BUSINESS QUOTIENT - Equip The Quiver**

**There is massive amount of information flow across cosmos and thus newsletters would help to keep an update in diversified management discipline. Newsletters are often the life force in information dissemination. A knowledge driven commotion on research-based teaching & learning for both academic fraternity and students. An unique concept of Business Quotient - Equip the Quiver is to explore the ways of businesses does look forward to sustain amid pandemic epoch. This would help to impart diversified view points and opinion generation on future perspectives of different business areas in these turbulent times. Publishing newsletters remarking on important issues in industry or reviewing recent industry research indicates that one has a good understanding of the challenges and opportunities faced by businesses.**

An aerial photograph of a large, modern university campus. The central focus is a large, rectangular green field, likely a sports field or lawn. Surrounding the field are several large, multi-story brick buildings with many windows, typical of a university setting. In the foreground, there is a paved road with white lane markings. The background shows a hazy, mountainous landscape under a clear sky. The entire image is framed by a decorative black border with arrowheads at the corners.

# **Objective:**

- **To develop research capabilities & practice-based learning ecosystem at ABS.**
  - **To develop capacity for conceptualizing contemporary business scenarios in this VUCA world.**
  - **To develop a platform for scientific debate and raise queries relevant to their work.**
  - **To evaluate current trends amid pandemic in diversified business environments.**
  - **To design scripts imbining challenges and strategic solutions on varied business domain.**
- 

# THEME DISCUSSION

One of the most frequently utilized terms later the pandemic is the expression "new ordinary." The new typical in training is the expanded utilization of internet learning instruments. The COVID-19 pandemic has set off better approaches for learning. From one side of the planet to the other, instructive establishments are looking toward internet learning stages to proceed with the most common way of teaching understudies. The new typical now is a changed idea of training with web based learning at the center of this change. Today, advanced learning has arisen as a vital asset for understudies and schools from one side of the planet to the other. For some instructive foundations, this is a totally better approach for training that they have needed to take on. Web based learning is presently pertinent to learn scholastics as well as it likewise stretches out to learning extracurricular exercises for understudies also. Lately, the interest for web based learning has risen fundamentally, and it will keep doing as such later on.

Likewise with most showing techniques, internet adapting additionally has its own arrangement of up-sides and negatives. Translating and understanding these up-sides and negatives will help foundations in making methodologies for all the more productively conveying the illustrations, guaranteeing a continuous learning venture for understudies.

- **Virtual learning a paradigm shift in Indian education**
- **Online learning a Saviour amid pandemics**
- **Adoption of hybrid learning practices in Indian scenario**
- **Online learning and challenges**
- **Flipped learning adoption in Indian scenario**
- **MOOCs**
- **Technological paradigm shifts in Indian education system**
- **ICT for better learning among students**
- **Smart learning a game changer in education sector**
- **Adoption of online academic courses among students**
- **Digital platforms for educational enhancement**
- **Virtual learning practices and growth in digital dependencies**
- **India as emerging market for online learning platforms**

# PUBLICATION COMMITTEE



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**Off. Director & HOI**



**Co-Chair and Chief  
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**Dr. Pushpendu Rakshit,**  
**Assistant Professor**



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**Creative Designer**  
**Mr. Tanishq Sonalkar**  
**Student, ABS**



**Creative Designer**  
**Mr. Aditya Mantri**  
**Student, ABS**

# MESSAGE FROM FOUNDER PRESIDENT

**Dr Ashok K Chauhan**  
**Founder President**



**"I strongly believe that in today's competitive world the best theoretical knowledge alone is not sufficient without practical knowledge and pragmatic approach which students learn while studying at Amity University, Mumbai (AUM).**

**I am delighted to see that the students at AUM are getting all the motivation, guidance and help from the dedicated faculty in developing their overall personality. These efforts are greatly helping students not only in achieving academic excellence, but also enabling them to possess great human values and traits to become a perfect professional and a successful entrepreneur.**

**Our students are well equipped to meet industry demands, goals and expectations and can become a great asset for an organisation by showcasing skills through challenging assignments entrusted to them. Our focus is to groom young future leaders having strong value system and competent professionals, with deep passion for humanity, to lead the world."**

# **GOOD WISHES FROM PRESIDENT SIR**

**Dr. Aseem Chauhan**

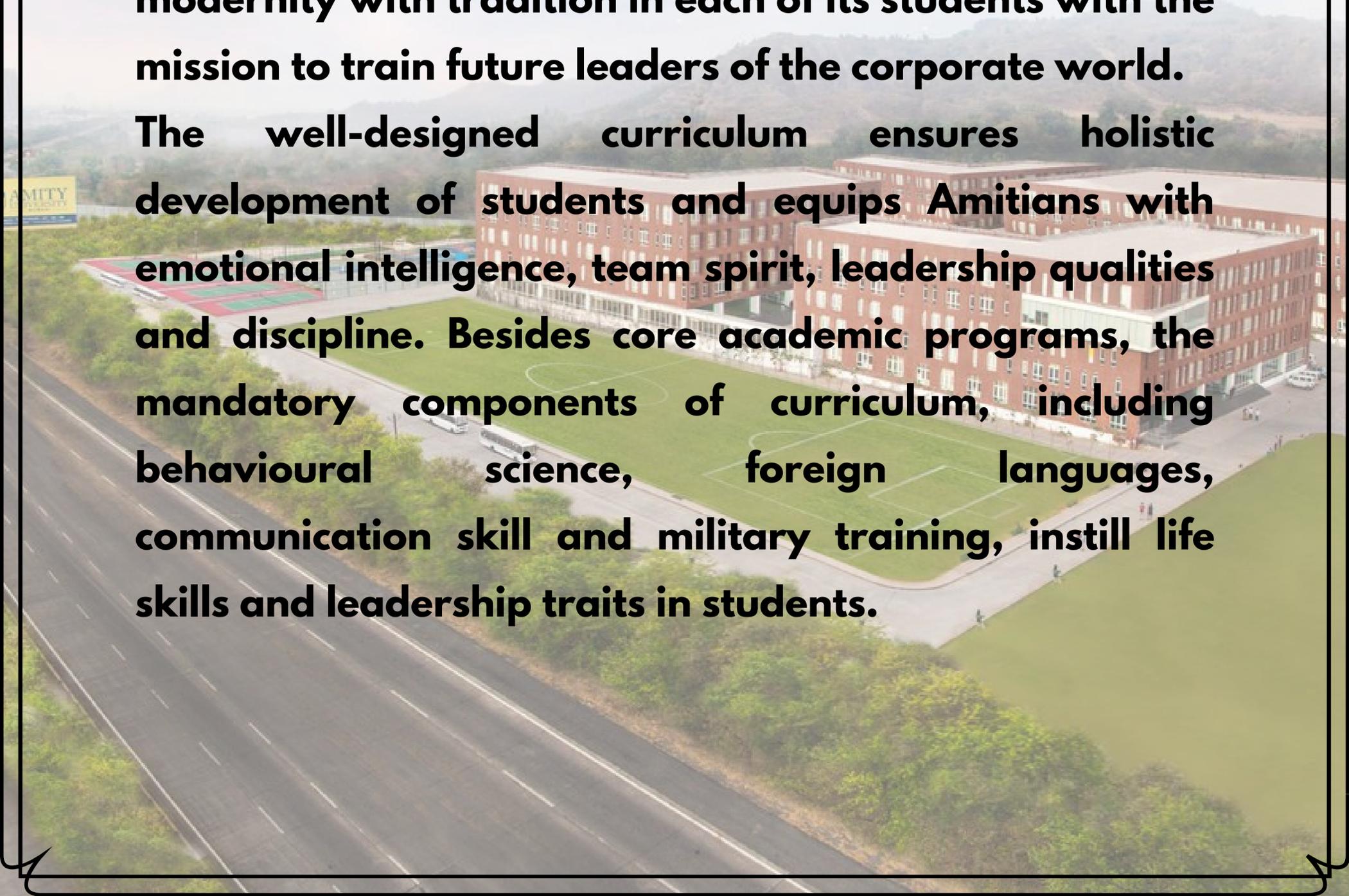
**Chancellor, Amity University**



**I welcome bright minds to Amity University, Mumbai, with immense pleasure and a sense of pride! A core part of Amity Education Group, this campus is one of the leading educational institutions in the country.**

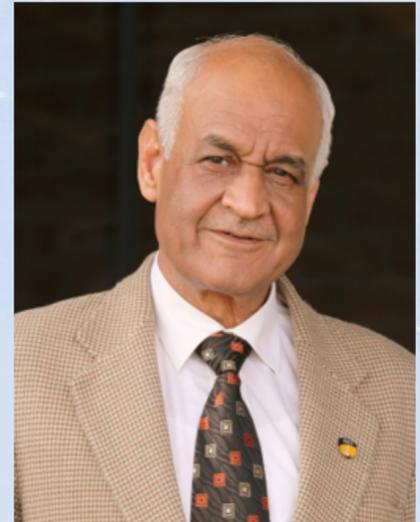
**The university believes in nurturing talent through regular co-curricular activities along with excellence in academics. The academic ecosystem strives to blend modernity with tradition in each of its students with the mission to train future leaders of the corporate world.**

**The well-designed curriculum ensures holistic development of students and equips Amitians with emotional intelligence, team spirit, leadership qualities and discipline. Besides core academic programs, the mandatory components of curriculum, including behavioural science, foreign languages, communication skill and military training, instill life skills and leadership traits in students.**



# **BLESSINGS FROM HON. VICE CHANCELLOR SIR**

**Lt Gen (retd) VK Sharma  
Off. Vice Chancellor  
Amity University Mumbai**



**I invite the young eager minds to Amity University, Madhya Pradesh, and equip themselves with knowledge and skills required to explore the changing landscape of economy and world.**

**The university offers an amalgamation of traditional and modern world practices and knowledge accumulation.**

**While specialization in new and ever evolving technologies in diverse fields is imminent, the higher education synchronised with interdisciplinary learning make academics relevant. Higher education cannot be restricted to watertight compartments of pure academics. It encompasses leadership skills such as human behavior, communication, language, presentation, environment sustenance, inclusivity and time management.**

# FROM PRO-VICE'S DESK

**Dr. A.W. Santhosh Kumar**  
**Pro-Vice Chancellor**  
**Amity University Mumbai**



**The name “Amity” stands synonymous to “EDU-NATION” – with a lineage of glory and valor in educational heritage, Amity always aims at “Education nationwide”. With more than 23 campuses in India and 12 campuses located internationally, Amity is one among the top Universities in India. We at Amity “Educate to Innovate”.**

**Amity-Mumbai’s educational mandate focuses mainly on outcome-based education that is implemented in 17 Institutes offering more than 100 programs at UG, PG and PhD. levels. The University also in houses many centers of excellences with internationally acclaimed faculty who are dedicated to academic rigor and research capabilities in the fields of Computer science, Information technology, Biotechnology, management, law, humanities, clinical psychology, media and communication, architecture, fine arts and other high priority areas of higher education.**

**One of the unique facilities of Amity-Mumbai is its national and international collaborations and student mentoring activities through co-opted international resident programs for students.**

# DIRECTOR'S DESK

**Dr. Bhawna Sharma,  
Off. Director & HOI**



**"The current time is truly exciting one as new paradigm is being developed, old practices and policies are getting replaced with gainful disruptions at work place as well as in society, setting new benchmark that requires rigorous adherence with perspective of maximization of resources in real time".**

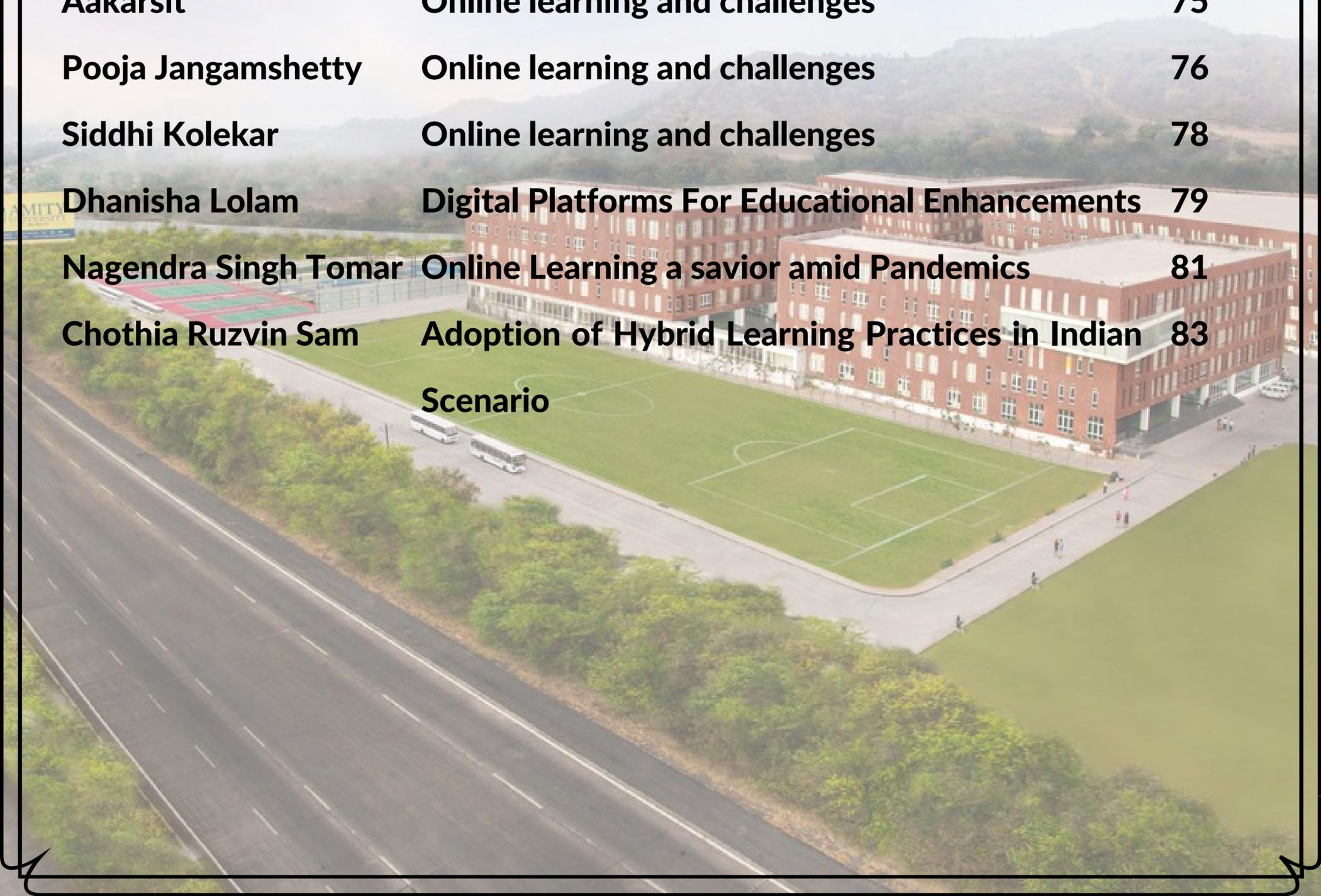
**Amity Business School is a powerhouse of Global education, International Programs & eminent faculties with a well-balanced Research Ecosystem. Our students are imbibing human values like Behavioral Sciences, Business Communication & Business Foreign Languages which are the part of our curriculum across all courses with strong academic and interactive learning witnessing transformation of our graduate students into socially sensitive leaders of corporate. At ABS we strive to bring in more Industry oriented learning coupled with skill mapping & entrepreneurial spirit. We reaffirm our commitment to student's success & leading the Amity Business School to Pinnacles of academic excellence.**

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# FACULTY DIARY

## Digital Pedagogy: A Paradigm shift in Empowering Educators

**Dr. Bhawna Sharma,  
Off. Director & HOI**



Pandemic is the time when we all have learnt the importance of Digital Pedagogy. It has turned not only important but had emerged as necessary requirement for educators. These Techies are highly empowered enthusiast teachers' - the ones who have realized the dream of empowering youth with continuously participating in lecture deliverable & Nation development. Key aspect noted by them during covid 19 is to ensure that the learning delivery is not stopped rather we educators considered it as normal even when covid has disturbed everything be it from offline connect to online classes to digital examinations to even online MOOC's, it was not at all easy.

What has counted for success during the tough time of Covid are the following:

- 1. Pedagogical Orientation:** In this socio-constructive & student-centered activities were developed as well as encouraged to Implement. These are intended to change when digital technology is integrated in teaching compared to regular offline teaching.
- 2. Pedagogical Practices:** These are the methods used to promote students learning, it generally involves the collaboration & social knowledge construction. This represents ICT practices which refers to teachers' prime thoughts on incorporating ICT in their teaching practices. This has resulted in huge success; however, difficulty was noticed as many teachers did not have a deep understanding of how ICT can enhance learning. It has been observed that many teachers have focused on ICT skill developed rather than use of ICT in curricular implementation.

## **Technology Driven Initiatives**

### **1. Digital resource availability:**

**Higher education institute had to ensure that they have enough of digital resources available for academic integration. It is predominantly noticed that well designed online learning can provide as good or improved student learning outcomes compared to classroom learning instruction when integration is seamless.**

### **2. Teacher centered approach to technology integration:**

**As technology emerged and created newer pressures to reform, it has been seen as time to focus on education reform, lifelong learning, and rescaling initiatives. This has emerged due to technological advances and new approaches in work styles. The Indian Education System which is among the worlds largest and most complex with 230million students enrolled in 1.5 million schools has achieved significant improved in teaching deliverables. Teachers were provided with digital platforms to come up with workable solution to improve teaching initiatives.**

### **3. Student friendly framework for technology implementation:**

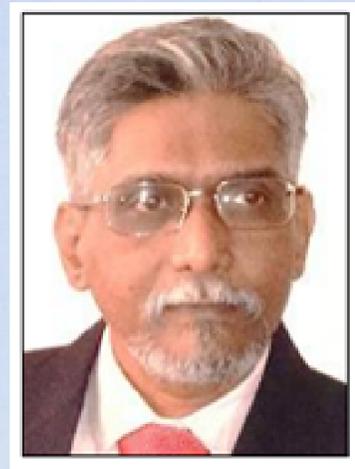
**Learning practices that transcends specific technology which is more student friendly is carefully designed & thoughtfully applied in the course delivery, examination, learning goals. It has been noticed that technology has the potential to accelerate, amplify and expand the impact of learning on students' minds.**

### **4. Continuous digital competence enhancement**

**Mindful of the learning objectives, educators might design learning experiences that allow students in a class to choose from a menu of learning experiences—writing essays, producing media, building websites, collaborating with experts across the globe in data collection—assessed via a common rubric to demonstrate their learning. Such technology-enabled learning experiences can be more engaging and relevant to learners.**

## **Adoption of online platform in Indian education**

**Dr. Sameer Kulkarni**  
**Assistant Professor**  
**ABS, Amity University, Mumbai.**



**“The most important contribution management needs to make in the 21st century is to increase the productivity of knowledge work and knowledge workers.” – Peter Drucker.**

**Even though adoption of online mode for imparting knowledge is challenging in countries due to the social and economic barriers one does not turn down its superiority. The digital mode adopted by the Indian education in the widest scope covering the school education to the higher education has painted a picture that digital mode is essentially the new sunrise industry. Digital mode of teaching has successfully practiced one side the equation. Even though the students processed by that mode are not tested by the industry the challenge posed by the pandemic has highlighted about the need to have a good and efficient alternative method to the conventional teaching. Besides, the situational challenge the traditional system has been challenged due to certain lacunas such as the non-availability of knowledge resources in the form of well-educated teachers, physical connectivity etc. the remedial on these may take its own time till then this new way needs to be explored as a better option.**

**Certification in the Indian education is always a grey area, at every stage. Since, the education is a subject of both the union and the state governments there is some overlapping in terms of priorities and modes of operandi. It will be a path breaking decision if a balanced policy view about awarding to the equivalence to the candidate irrespective of the mode of the education is initiated. Education needs to be revisited by a twofold aspect, such as a tool for securing the livelihood and as a process of gaining knowledge. The digital mode may serve these targets in a better manner.**

**Unfortunately, the superiority of the Indian education is measured by those who want to pursue the higher education in the advanced countries, and due to such malicious approach, the effectiveness of such hybrid mode at the intermediary stages in terms of skill development is either diluted or ignored. Rather skills such as usage of a typical software or a digital platform or any knowledge deriving skill need to be appreciated. The approach to look at skill development is very narrow and pathetic. If this digital wave has turned the housewife to follow certain recipes on you-tube, is it not an enhancement of new skill? Why every skill needs to be measured by a unit of employment generation?**

**Any new dimension is viewed as a challenge for the existing and established modes. The digital is also not left isolated. The new education policy allowing the candidate to carry on the credits, it need to permit the skills acquired by both conventional and non-conventional system. So, the digital mode will be explored by the 'have nots' in the society. And in due course of time, it may emerge as a competent substitute for the rigid system. But we need to adopt a different barometer to test its effectiveness. It may be a game changer and sufficient time need to be allotted to prove its worth before some eccentric people put a stamp of rejection on it.**

# **CHALLENGES FACED BY THE EDUCATORS & PUPILS AT THE ONSET OF THE PANDEMIC**

**Dr. Latha Sreeram  
Associate Professor  
ABS, Amity University, Mumbai**



**Preceding the pandemic, the Education system was dependent predominantly on the campus centred, face to face approach of teaching and learning. The onset of pandemic, made the students perform endure online method of education, and the major challenge apart from technical was the adaptive trials faced by the students such as absence of interpersonal association with peers, snags in online formats, limitations of suitable study spaces with disrupting home milieu too. There were apprehensions about learning resources and the efficacy of the Training.**

**While the educational institutions from the private sector, swiftly incorporated the online approach of instruction and education, the others could not. The most affected were the students from disadvantaged families, who were more susceptible to the concerns and the altering practice for the new normal. The limited internet facilities and power cuts in minor townships were also great impediments. At the onset of the first lockdown, the schools neither had the necessary budget for IT implementation and application which aggravated the situation. Hence the primary trial faced were lack of readiness by the schools, pupils and teachers for online instruction and Erudition. Lack of ICT (use full form) skills was another major disruption as they faced scarcity of resources such as internet signals with inadequate access and digital skills for effective education. As per the Ministry of Statistics & Program Implementation report 2019, a meagre 42% of the metropolitan inhabitants and 15% of rural homes have internet access.**

**The crucial challenge was the divergence between the content delivered and the mode of delivery as it was not prepared for online education and could not customize and provide immediate feedback.**

**From the student's point of view, the significant strategies which helped them were, the recording of the classes and the suitability of not traveling, interaction which was made possible via chat box and voice modes.**

**Going forward, Covid-19, has formed a prospect for online teaching & Learning and has proved that educators and pupils should be always prepared to hold alternative modes of imparting education. Educators need to question whether the content is valuable in the new mandate of instruction created by the pandemic.**



## **Online education a game changer amid pandemics**

**Dr. Pushpendu Rakshit**  
**Assistant Professor**  
**ABS, Amity University, Mumbai**



**In the onset of pandemic there have been complete paradigm shift in Indian education sector. There is a complete adoption of digital platforms and online learning to sustain education among huge number of learners from primary education to higher education. There is an increasing degree of digital adoption amid pandemic to continue with the education at both rural and urban India. Referring the traditional mode of learning practices adopted in our nation over decades, this pandemic has brought about a complete paradigm shift in it. Moving ahead with digital platforms of delivery seems to be a naïve experience for most of instructors / facilitators. There has been a different mode of academic facilitation so far in both rural and urban India. There have been lot many challenges involved in bringing these changes and still the same scenario exists. It is evidenced that most of the academic institutions need to adopt online mode of learning over the night as there were no other options left following the government guidelines regarding lockdowns to save lives of countrymen.**

**There were also challenges from the learner's end. As being very young learners from schools it really was a challenge to adopt to online platforms. Keeping students engaged for learning is a great challenge, but over the time period it's been observed that the practices are followed somehow well. For learners from colleges or seeking higher education adoption to digital mode was not that challenging.**

**But still internet connectivity remains one of the major parameters to rely on online learning. There were increase in number of internet users from 2019 which were nearly 693 million and then by the year 2020 it upsurged to 795 million and in current year 2021 the month of November it is evidences as 830 million as per the reports of statista.com. India is the second nation after China to stand tall when it comes to internet consumption.**

**Online education is promoted by country government amid pandemic on platforms like SAYAM, SAYAM Prabha etc. With a trust that with times to come in future there would be a new paradigm of hybrid learning, a mix of both traditional practices and online learning. Students would be benefitted in spite of challenges to learn from any place, anywhere and any time.**



# STUDENT DIARY

## DIGITAL ADOPTION AMID PANDEMIC

**Aastha Rathore**  
**Amity Business School**  
**BBA(gen), Semester-1**



The Covid-19 pandemic has led to an increase in the use of the internet across the world due to the lockdown and social distancing norms. With the spread of the pandemic, almost all the countries all over the world implemented complete lockdown. Government shutdown the activities that required public gatherings that can include malls, airports, temples, colleges, schools, offices, airports, railway stations etc. Internet services have seen rises in usage from 40 % to 100 %, compared to pre-lockdown levels. Video-conferencing services like Zoom have seen ten times increase in usage, and content delivery services like Akamai have seen a 30 % increase in content usage. Cities like Bangalore have seen a 100 % increase in internet traffic.

During the covid-19 pandemic the schools and colleges were closed all over the world. This called for an alternative medium to keep the students connected with education, so the learning all over the world went online. Students were able to attend classes from home, not even schools or even large organizations were shut down, so they also started adopting the work from home culture by doing everything online. Digital adoption was not just a starting place in the education or business field. But a lot people started making transactions online as due to the social distancing norms making cash transactions was very much risky. So, most of the people amid pandemic shifted to the online mode of transaction where the payment is made by Gpay, Paytm, Phonepe etc.

**The covid19 outbreak had encouraged people for adoption of contactless digital payment. There also has been an increase in digital payment volumes across grocery stores, small retail outlets, online pharmacies, vegetables and fruit vendors, recharge, bill payment etc.**

**As amid covid-19 pandemic, restrictions were imposed on contact and face to face meetings with friends and family who lived far away. In this also digital technology helped people a lot. As they were able to make video calls or do face time with people they care about. Not only this but digital adoption helped the health sector as well. Other than covid-19 patients many people were not able to go to the hospital and have their daily check- ups. So due to digital adoption people were able to consult their doctors online and were able to get the treatment as and when required.**

**Along with this many in-person events had been cancelled due to the covid-19 pandemic. So, some of the organizers started to switch the events online. This switching of the event has benefited them a lot because in in-person events only a limited amount of people could join but in online mode people all over the world were able to join. The covid-19 outbreak had pushed people to search for an alternative and think out of the box. Therefore, making people more creative. So it can be said that there was a massive digital adoption amid covid-19 pandemic.**

# **Adaption of online academic courses among students**

**Aditi Goel**

**Amity Business School**

**BBA(gen), Semester-1**



**Students are increasingly demanding courses that they can take on their own, at their own pace. Universities are responding to this demand by adapting some of their courses to online formats. Many universities have found that students respond positively when online coursework is offered, but only if it is available for free or at a discounted price.**

**While not all academic courses are being converted into online format yet, many do plan to convert in the future. In India, students prefer offline academic classes but due to Covid -19 crisis education has taken a complete twist. Covid has made students research more about online courses that are free and fit into their time schedule. Majority of the students in the first three months could not adapt to the online classes and were quite distracted in during their lectures. Due to this problem, they were not doing well in their studies, this made a lot of students to look for free or cheap courses which covered up their portion. Most students are paying more for their offline classes which are costlier, the only way out was to take online courses. Most universities are offering their courses in an online format for free or at a discounted price. Students find this option particularly advantageous when they have limited resources and cannot take offline academic courses. On the other hand, universities are considering offering this optional package for their students.**

India has one of the highest ratios of online courses available for free or at a subsidized rate. 51% of all courses offered in first three months are offered for free through various websites. Of these - 94% are available to students at no cost, which shows the amount of effort put in by different research institutions to make sure that their content is accessible to everyone at no cost. Around 15% courses are offered for paid fees ranging from .99\$ - 1.50\$ per month. The remaining 8 % are offered for a subsidized rate.

NCERT is developing course modules for Massive Open and Online Course (MOOCs) for school education system in 12 subject areas (accountancy, business studies, biology, chemistry, economic, history, geography, mathematics, physics, political science, psychology, and sociology) for classes 9-12. Twelve and twenty-one courses have been completed in the first cycle and second cycle until November 30, 2018, on SWAYAM platform (<https://swayam.gov.in/>) Respectively. Nearly 22,000 students (about the seating capacity of Madison Square Garden) and 30,000 students were registered in the first cycle and second cycle, respectively.

Gradually students have adopted the online mode of education and are now in favor of e-learning because of its advantages. E-learning has been proven to be more comfortable for students than offline lectures. Many students prefer online education as they save a lot of their time and can take up two or more courses at the same time. Students can access the learning material anywhere. Online education is far more affordable as compared to physical learning. This is because online learning eliminates the cost points of student transportation, student meals, and most importantly, real estate. Additionally, all the course or study materials are available online, thus creating a paperless learning environment which is more affordable, while also being beneficial to the environment.

## Online Learning and Challenges

**Ansu Alex**

**Amity Business School**

**MBA Banking and Finance**



Online learning approach is something which existed in the world before it was hit by covid pandemic. But the onset of covid made people to look upon it in a different aspect. The pandemic and the prolonged lockdown induced by it has made working and studying through online mode a new normal. The only help or resort during pandemic when all doors were shut was online learning. Online learning will become an essential part of teaching in near future however the pandemic has just quickened the process. In recent months the demand for online learning was at its peak. Many online learning app have gained huge popularity during pandemic like Byju's, vedantu, unacademy etc. Today, digital learning is emerging as a necessary resource for students and schools all over the world. Various highly ranked institution offers the opportunity to attend best university with the added convenience of learning experience according to one's schedule. But with these advantages it also poses various challenges and threat as well. In comparison to offline class, the ability to focus is very low in online mode. Students struggle to focus on screen due to long class duration as well as various other social media sites keep them distracted. The only solution here is that the online lectures must be interesting and eye catchy. Another key challenge is internet connectivity and proper functioning of electronic gadget. In small cities and town, uninterrupted connection with decent speed is a problem. Internet connectivity also plays a crucial role as a poor connectivity result in loss of various important information and a communication gap is developed. Laptops and mobiles which one uses might face some technical issue which may not be solved on immediate basis.

**There exists a sense of isolation and low interaction among students and also between students and teachers as in online mode students are reluctant to answer or be participative. On the part of teachers or presents a disadvantage is that they need to have adequate knowledge regarding the application that they are using. Any glitch or error might lead to wastage of time and non-completion of desired topic. One of the most critical issue of online learning is that younger students have early access to such digital devices which was not the case earlier.**

**Many parents are concerned about the health hazards of having their children spend many hours just viewing the screen. Sometime students also develop bad posture and other physical problem due to staying hunched in front of screen. Assessment of student performance cannot be performed in the right manner under online method. In online learning assessment with the help on Multiple Choice Question is possible but the real learning of the students cannot be determined.**

**One of the major concerns is regarding data privacy and security associated with the applications. Usually, class are conducted on free platforms like ZOOM and google meet but they are not considered to be the safest means for learning purpose. To conclude every topic has its own pros and cons but if we utilize them effectively and efficiently one could see prominent and great results.**

## Online Learning A Saviour amid Pandemic

**Chaitanya Gupta**  
**Amity Business School**  
**BBA(Gen) Sem-1**



**'Govt of India on 16th March announces Closure of Educational establishments across India'; the above news was reported by Times of India on 16th march 2020. The Covid-19 has created such an impact that many sectors has still not subdue it. The decision above was made by the educational minister amid the first wave at the beginning of 2020. This incautious decision led a sector containing over 1.6 million schools, 40,000 colleges, and over 38 million people to collapse. After the undeviating decline of the first wave, many sectors were seen regrouping and regaining. Nevertheless, Government was seen giving a trivial importance to the educational sector considering the fact that it may create complications to the people and most importantly to the retrieving economy.**

**During the first wave and students locked up in their homes, private as well as government schools came up with Online Learning. Online learning is education that takes place over the Internet. It is often referred to as "e- learning" among other terms. However, online learning is just one type of "distance learning". Astonishingly, it was Govt. who came up with distance learning first. However, during the first wave, govt. came up with various indigenous ideas for online learning launching Swayam channels, Diksha, e-pathshala, Swayam-prabha and many more. Most importantly, various state government came up with their own ideas to tackle the challenges of the 'new normal' and helped those students who does not have access to their regional study materials.**

Besides, private schools also responded the “hyped and necessity driven” online learning in their own style. Many private schools created their official websites and uploaded numerous study materials online. These sites also comprise of schools reopening dates, admission forms, other co-curricular events and so on. They took educational system to the next level by introducing Online Exams...Online exams are generally conducted by the private schools on different web platforms. To conduct day to day classes in Covid times, these schools started using teleconferencing apps which were generally used for official meetings. The outcome to this is a huge overnight increase in the download and usage. Apps like zoom, MS teams, google meet and other apps hereafter were seen in every other phone.

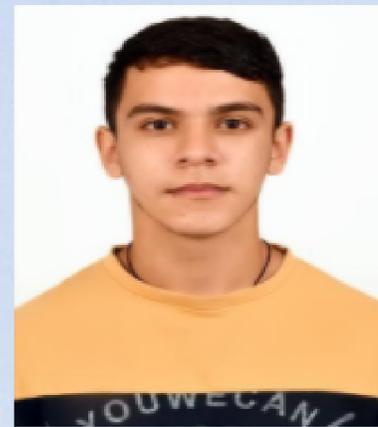
After the first wave, many schools got reopened, offline learning seemed a real possibility, but people had underestimated the Covid threat and second wave arrived. But it was to come. Back then in the mid-2020, The first wave hit hard on Indians, savings were wiped out, economy was showing a downward trend, people started saving any penny left. Those students who come from middle or lower earning groups were left behind in the race of online education. They couldn't afford to buy any electronic devices for their studies and were left only with few options. The pandemic also impacted lives of the teachers. Teachers who are habitual to the blackboard teaching were also finding it difficult to cope up with the “new normal”. They were also facing issues of pay-cut and negligence from their own authority. Broadband connection services remain the central problem of online learning. People with electronic devices were also been disadvantaged from online learning.

At the start of this year, people unaware of the possibility of the Second wave, eliminated all the restrictions across the country and hoped to start the economy once again. Schools were reopened and all thought that pandemic was over. However, the second wave arrived within 2 months from the date of reopening of schools. Till now the educational sector is still not recovered from the adverse impacts of the second wave.

Regardless of all the drawbacks, online education has come to the rescue of a sector that was once on the verge of collapse from the world economy due to the pandemic.

## **MOOC courses to enhance skill**

**Gobind Davinder Sethi  
Amity Business School  
BCOM Semester 1**



**So what are actually MOOC courses? MOOC courses are abbreviated as Massive open online courses, they are actually an example of virtual education with no limit of attendance. If any person wants to learn online then this is the best platform for him/her. Here learning is delivered online. MOOC consists of recorded lectures, live sessions, one to one interaction, doubt clearing sessions and now-a-days many online courses platform have started the internship programme. MOOC was originated in US in 2008 and was widely accepted as a flexible mode of learning. Many students dream of joining top Universities, Ivy League Colleges but only few of them make it to top Universities. The other students can also have access to these University teachings with the help of MOOC as this platform help students to learn courses which are designed by top Universities of the world.**

**MOOC have a great advantage and that is there are no entry requirements. So the hidden disadvantage of College education is that the student has to study only subjects which are bound to his stream and this disadvantage is overcome by MOOC as these courses not only lead to formal qualifications but we can gain knowledge in all streams, for example; an engineer can learn about stock markets through MOOC, a management student can learn coding and there are many more examples. I feel that MOOC are very important in a student's life as they expose to learning which is out of their field. Artificial Intelligence is a very wide study and has very hard entry requirements but MOOC has made it easy as AI is taught virtually in a creative manner.**

**According to HBR (Harvard Business Review) 72% of survey respondents reported career benefits due to use of MOOC'S. What are the career benefits MOOC'S provide, some of them are terming this platform as "career builders." Their research confirms that people have been benefitted a lot due to the emergence of MOOC'S as people with low socio-economic status and lower education levels have derived benefits such as getting a job, an appraisal and many more. I think people with limited educational benefits are advantaged a lot with this platform. I also think that the best benefit for a student is it improves their resume as new skills will be added to the list apart from traditional education and it can boost their chances of getting selected.**

**There are many benefits which can be derived from MOOC'S like to make a correct and particular educational decision. For example, if you are working in an IT company but you are not interested in your job and you want to enter into field of management so you decide to quit your job and take an educational loan to enrol in a graduate business course but after a span of time you get fed up and you realize that you absolutely hate management and now you are stuck. I think a solution for this is MOOC as you can enrol in an online free course where you will get to know about the field of Management. By doing this you will get a good feel for this area and you will make a good educational decision. It's always said "Don't be afraid to give up the good to go for the great." For being an expert it always takes more than having a good start so go for a MOOC and gain extra knowledge. Enrolling in a MOOC course gives us lifelong learning chance and which is something unmatched. It's always said that to excel in life keep challenging yourself and always challenge yourself to sharpen your brain. The mind is sharpened only when you learn new things and for learning new things you keep enrolling in MOOC'S.**

# India as emerging market for online learning platforms

**Ishwarita Halduniya**  
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The Blazing Indian online education market is rising to the very top making its way to become the second largest market for E-learning after the US. It has been no doubt that Indians have always been keen to adapting new forms of technology, innovations and newly developing industries. Amid to the Global outspread such sudden and flabbergasting adoption was made by Indians to accept and prevail the benefits of E-learning, which made the Indian E-learning industry have a complete change.

The Indian online education market is extremely diverse with around 3,500 educational technology start-ups operating in the country. Many foreign players are making a way to the Indian online education industry. BYJU&#39;s, Duolingo, Udemy, Coursera and Unacademy are a few key players in the industry, fulfilling to the requirements of different target audiences. The Indian online education market in 2018 was valued at INR 39 billion and by 2024 it is expected to reach INR 360 billion, expanding at a rate of approximately 43.85% during the phase of 2019- 2024. The flexibility, wide range of study material and Ease of learning have influenced the overall growth of the industry. incentive-based learning, Simulation of concepts and level advancement badges are driving user engagement on online education platforms.

**Online learning players, these days, are continuously competing to offer differentiated products to the target audience mostly by offering value-added services with regular courses. Value-added services like internships, group discussion, live projects and career counselling sessions, offered along with regular courses enhance experiences. customer experience in online education market is driven by quality and variety of content offered by the platforms. In some cases students require video based content and detailed explanations while others demand succinct format for ease in revision.**

**The market is moving towards the adoption of innovative technologies like machine learning and Artificial intelligence, Blockchain Big Data Analytics and others to improve the learning experience. In conclusion to the article The Indian online higher education industry has a lot more to see and a lot more is to come with the rise and the unexpected downfalls.**



# MOOCS

**JANAK G.SONI**

**Amity Business School**

**BBA Semester 1**



## **INTRODUCTION OF MOOCs**

### **{MOOCs-MASSIVE OPEN ONLINE COURSES}**

**This is the place where we can find free education courses available for every interested person. MOOCs provide flexible learning, new skills, an affordable price. There are over 3000 courses available and millions of people around the world use MOOCs to learn a variety of courses like career development, changing careers, college participation, and many other such courses.**

**Some of the popular subjects and courses are computer science, all languages, engineering, psychology, writing, electronics, biology, or marketing.**

### **What is Indian MOOCs?**

**- Massive open online courses are prominent trends in higher education. MOOCs have witnessed tremendous growth with huge enrolment. This is been recorded as a large enrolment, where India has initiated various projects such as NPTEL, IITBX and the best and most used in India with everything perfect is SWAYAM.**

### **ABOUT MOOCs**

**- A massive open online course has open access via the web and can be aimed at unlimited parts. In addition to traditional course materials, such as filmed lectures, readings, and problem sets, many MOOCs provide the interactive course with user forums or social media discussions to support community interactions among students, professors, and teaching assistants, as well as immediate feedback to quick quizzes and assignments. This is widely research and development in distance learning which was first introduced in 2008, which emerged as a popular mode of learning in 2012.**

# Online Learning and Challenges

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**BBA Banking & Finance Sem : 1**



## **Abstract:**

Recently, the education system has sweet-faced Associate in nursing unprecedented health crisis that has taken aback its foundation. Given today's uncertainties, it's important to realize a nuanced understanding of students' on-line learning expertise in times of the COVID-19 pandemic. Though several studies have investigated this space, restricted data is on the market concerning the challenges and also the specific methods that students use to beat them.

Thus, this study tries to fill within the void. Employing a mixed-methods approach, the findings discovered that the net learning challenges of school students varied in terms of sort and extent. Their greatest challenge was connected to their learning surroundings reception, whereas their least challenge was technological attainment and ability. The findings more discovered that the COVID-19 pandemic had the best impact on the standard of the training expertise and students' psychological state. In terms of methods utilized by students, the foremost oftentimes used were resource management and utilization, help-seeking, technical ability sweetening, time management, and learning surroundings management. Implications for schoolroom apply, political, and future analysis area unit mentioned.

## **What is online learning?**

**The advancement of the net Associate in nursing technology has invariably helped humans with an abundance of capable data. At the time of happiness, we have a tendency to build use of the virtual world, equally throughout the time of adversity, the net will bring a smile to our faces and facilitate with numerous data. There are unit several applications for on-line learning one will use amid imprisonment. Presently, a substantial quantity of such applications area unit obtainable on the net for the aim of learning.**

**Online learning is providing many edges school kids for college students} World Health Organization wish flexibility whereas attending college. Also, the COVID-19 has modified the study situation for numerous students as a result of currently, most of the candidate's area unit learning per their own schedule. However, there are a unit multiple challenges close on-line learning, the net accessibility has resulted in Associate in nursing increment within the demand for on-line learning across the globe. We all know o.k. that on-line learning has managed to draw in uncountable attention. However several of them face some challenges like hindrances in their learning. The benefits have gotten suppressed by the challenge throughout the method of learning. During this article, we've got provided a number of the challenges sweet-faced by the scholars and professors alongside the suggestion to beat them.**

## Exploring MOOCs

**Kavya Mohta**  
**Amity Business School**  
**BBA General Semester 1**



The human is a social and therefore curious being. We crave knowledge about the unknown and this thirst for enriching ourselves is the reason why we are the leading animals on the entire planet. However, as time goes by, we must aim to have our youth be as insatiable for knowledge as our ancestors were. MOOCs give us a reason to be curious and they provide us with a way to quench this thirst for knowledge on a particular topic. MOOCs are ever evolving courses which are continuously upgraded as more and more information is found out, allowing us to have a wide expanse of knowledge at the tip of our fingers. All we need to do is take the initiative of registering ourselves for said course.

**MOOCs- Massive Open Online Courses-** are a platform that provide online learning from the best institutes to an unlimited number of students from anywhere around the globe. These courses are free of cost and have no restriction based on certification of formal education- essentially, anyone with the will to learn can do so by registering themselves. They differ from online education where the content learned is static and unchanging, MOOCs focus on context. To be able to get the best out of a MOOC you will need a good amount of prerequisite knowledge, but the benefit of the prior is that you are delivered up-to-date information from specialists on the subject.

**In India, the first MOOC was developed in July 2014 by edX and attracted a massive learner base of 35000 people. As of now India's most popular MOOC platforms are NPTEL, edX, SWAYAM and Coursera. Despite the continuous rise in popularity, the awareness of these platforms remains very low due to language barriers and issues with Internet access. It is no secret that the digital divide between the rural and urban cities of India is high resulting in underdeveloped areas which have a very primitive interaction with technology. The quality of Internet required to access MOOCs is high, but the quality delivered to rural areas is very low. As well as that, MOOCs still provide its courses in English and despite it being one of India's official languages, the census of 2012 shows that only 14.18% of the Indian population is fluent in English.**

**On July 2021, the University Grants Commission allowed "students to earn as much 40% of their requisite credits each semester from courses offered on SWAYAM" states The Economic Times. What does this mean for higher education? It gives students the opportunity to seek out some of their favourite instructors from outside of their campus and attend lectures from or out of their syllabuses at their own leisure and pace. This freedom and opportunity of choice gives the pupils a new reason to enrich their knowledge without worrying about time constraints or additional fees, all while staying updated with their day-to-day responsibilities.**

**The word "online" infers to being connected to millions of other users of the Internet, seamless communication and sharing of resources- academic or otherwise. MOOCs are not too different, their availability for supporting colossal crowds makes it a culturally rich experience so that each learner may interact with the thought process of a different type of learner and the circumstances that surround their desire to learn. We do not just expand our arbitrary knowledge; we also educate ourselves about those who are experiencing the same things as us at the same time as us.**

## Online learning and challenges

**Maithili Mada**

**Amity Business School**

**BBA GENERAL 1ST SEMESTER**



In the last few decades, technology has become an essential to our everyday life. So important that we've found a way to implement technology into every aspect of our lives including education. Online learning is a type of education that takes place over the internet. It allows students to learn any course from any part of the world by just having access to internet connection. The COVID-19 pandemic has changed the way of learning. It has caused institutions around the world to shift their academics online. Classes which were earlier being conducted with face-to-face interactions have now turned into virtual meetings. Learning from home has been the norm for nearly two years now. Even though it has helped us continue with our education even during this pandemic, there are many challenges which both students and teachers face when it comes to online learning.

Different studies show that students need to spend more time when completing a course online than offline. This is because the students can't directly contact the teachers when they have doubts and instead have to write emails and send messages regarding the doubts which the teacher might take some time to reply or might even accidentally miss them.

Another challenge when it comes to online classes is that the students often attend their classes while lying down on their beds or couches which ends up making them sleepy or procrastinate in some way or other.

**Students also tend to feel a sense of isolation which might be hard to deal as one of the things that made school fun was sitting in the classroom and chatting with their friends which is now not possible during online classes. Even for group assignments and presentations it is relatively hard for the students to communicate their ideas virtually.**

**There is also lack of practical knowledge. Subjects like chemistry require experiments to be conducted to confirm and recall contents and skills. Most of the online courses ignore this part and focus only on the theoretical part resulting in the learning process not getting the desired outcome. One of the main challenges faced while taking classes online are the technical issues. Sometimes because of bad network the students or the teachers are not able to join the class and a lot of times the students or the teachers are not audible. Lack of motivation is also a common problem every student goes through. Students require motivation to study on their own and complete assignments. If the student is not able to actively take part in class, they might lose their motivation.**

**Online classes also cause a lot of health issues. It is adversely affecting the mental and physical health of the students as they have to sit in one place in front of screen for long hours causing health problems like eye strain, neck and back ache. Even the teachers faced a lot of difficulties at the start as most of them weren't good or familiar with technology. It was also hard for them to tell whether the students were actually listening or not as the students would often keep their mics and camera off and scroll through social media or do other activities than actually paying attention in the class. Despite facing many challenges , both students and teachers have quickly adapted to this new system and although we are again slowly going towards offline classes with the end of the pandemic, online classes will continue to stay and have their own benefits like giving people across the world access to quality education.**

## Online learning and challenges

**Piyush Bhadani**  
**Amity Business School**  
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Online learning referred to as “e-learning” among other terms. However, online learning is just one type of “distance learning” The benefit on e- learning is that Online courses provide an excellent method of course delivery unbound by time or location allowing for accessibility to instruction at anytime from anywhere. Learners find the online environment a convenient way to fit education into their busy lives.

In December 2019, an outbreak of a novel coronavirus, referred to as COVID-19, The World Health Organization has declared Covid-19 as an pandemic that has posed a modern hazard to humanity. This pandemic has efficaciously pressured international shutdown of numerous activities, inclusive of educational activities, and this has ended in remarkable crisis-reaction migration of universities with online mastering serving as the educational platform. The COVID-19 outbreak has led educational institutions to adopt several of the following digital technologies:

The facilities for interaction with the teachers depend on the platform used. There are many platforms including MS-TEAM, CISCO WebEx, ZOOM etc. In some of these, it is possible to see and interact with each other. Ideally, the platform should have the following facilities to achieve the same or better feeling of a face-to-face classroom environment.

## **Challenges in online learning**

**Comparing face-to-face learning with online learning brings big deficiencies in the online mode which include loss of human connect, absence of possibilities of collaborative learning, teacher supervision and the maximum glaring being loss of possibilities for hands-on learning in complicated topics which include science and mathematics. Besides, amid the rush of web website hosting online classes the best coaching practices such as addressing beginners Multiples Intelligences (MI), VARK Learning Styles and offering a differentiated learning experience. The problems you can face with online learning that need to be tackled for successful education:**

### **1. Internet connection strength**

**One of the most important obstacles in regards to online learning is the shortage of strong and stable internet connections, as those conventionally used at houses have both low bandwidth or have exhausted their limits.**

### **2. Conducting assessment**

**In online learning, assessing students through a Multiple-Choice Question (MCQ) mechanism remains possible as a stop-gap however actual learning is measured by conducting a subjective assessment -- that is certainly considered one among the largest challenges for conventional edtech solutions which might be predominantly MCQ based.**

### **3. Restricting cheating instances**

**Accept it or not, there are pretty some students who try to leverage the smooth manner to success. While we agree this is frequently approximately being self-disciplined, educational institutions should look at minimizing the opportunity of students subverting the sanctity of checks which might be used to enhance the learning of the magnificence and the student too.**

# **TOPIC: ICT FOR BETTER LEARNING AMONG STUDENTS**

**POOJA DINESH SAWANT**  
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**MBA (2021-23)**



**What does ICT mean? It is an umbrella term that includes all technologies for the communication of information. Using ICT one can transmit, store, create and exchange particular tasks with various forms of technology. Today we do not need to go any further than our own home or even room, to see some form of ICT in our lives. Whether it be a computer, plasma TV, or mobile phone, we all have them in some part of our lives. In today's society, people as consumers of ICT, all strive for one dream – the dream of a connected life. ICT has made communication easier with people from different parts of the world. Health, science and banking sector has become better. The transportation sector has become faster with the invention of the metro, monorail.**

**The government and business sectors are also shifting from manual to automated work. One more sector which has become better, improved, and digitalized is the 'education sector'. Knowledge has become more widespread and accessible. Information and Communication Technology (ICT) has become an acknowledged and integral part of everyday life for students these days. Especially during the Covid-19 pandemic, the schools were closed for almost one and half years which led to the education sector shifting from classroom teaching to online teaching. Teachers had to find various interesting ways to teach the students so that they don't fail to understand whatever was being taught as classroom and online teaching has a lot of difference.**

As research shows, the use of ICT in appropriate contexts in education can add value to the learning by enhancing the effectiveness of learning itself and being a significant motivational factor in the student's acquisition process by supporting student's engagement with collaborative learning and by promoting deep active lifelong learning. The integration of ICT into the educational practice has had a rapid development in the past 20 years, obliging the schools to "re-think" and renovate their pedagogical approaches and to avail and exploit new technological resources.

#### **Importance of ICT in education:**

- 1. ICT Literacy and capability-**The use of digital platforms such as zoom, google meet, Microsoft teams to teach gained importance. These apps are pretty convenient to use too for both the teachers and students. Submission of assignments through these apps is also possible. The best way to develop ICT capability is to provide them with meaningful activities, embedded in purposeful subject-related contexts.
- 2. Enhances subject learning-** Students' use of ICT in education adds a lot of value to key learning areas like literacy and numeracy.
- 3. ICT in education improves engagement and knowledge retention-** When ICT is integrated into lessons, students become more engaged in their work. This is because technology provides different opportunities to make it more fun in terms of teaching the same things in different ways. Because of this increased engagement, it is said that they will be able to retain knowledge more effectively and efficiently.
- 4. ICT promotes higher-order thinking skills-** One of the key skills for the 21st century which includes evaluating, planning, monitoring, and reflecting to name a few. The effective use of ICT in education demands skills such as explaining and justifying the use of ICT in producing solutions to problems. Students need to discuss, test, and conjecture the various strategies that they will use.

Therefore, ICT has provided a very good platform to upgrade their existing skills and gain new knowledge for better learning of students.

# **VIRTUAL LEARNING: A PARADIGM SHIFT IN INDIAN EDUCATION**

## **TRADITIONAL TEACHING METHOD**

**PRIYA CHAVAN**

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**Learning styles have significantly changed with time.**

**In the past due to the lack of education, technology and access to the internet traditional methods of teaching were used. Traditional teaching method usually involves full strength of students sitting together and it was teacher-centered.**

**This method involved memorising the concepts and putting it down during the exam but after a while you tend to forget the concepts you memorised, technically because you didn't understand much of it. And thereby not developing basic skills like critical thinking, problem solving and decision making.**

**It also showed a lack of student participation in the lecture and even the teacher couldn't figure out if students are understanding the concepts or not. As technology and the internet became so common among students the way of learning also changed drastically. Students started using smartphones, iPads, tablets and online educational apps to increase productivity.**

**Significant change was observed in India, as the use of smartphones became common. Students started using educational apps like meritnation, Byju, coursera, edx, etc. So in spite of joining coaching classes, joining some online classes fits way better. Best thing about online classes is that it is self paced, you can watch it as many times as you want, there are quizzes and also mock tests. What else do we need? India is also adopting virtual learning like never before. This will definitely make significant developments in the country.**

## Flipped learning adoption in Indian scenario

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When countries around the globe are at several levels in their COVID -19 contamination stages, at the point more than 1.2 billion children in 186 countries are affected due to closure of institutions and schools, who are incarcerated from going to school due to this pandemic. Almost all countries have moved to the online mood of teaching where Indian being a developing country is facing similar circumstances. Covid-19 was a flipped moment for the Indian education sector, where learning went from books and pencils to online study materials and online attendance. Indian education has no doubt been evolving over the ages from ancient times of open schooling to mid-time schooling of slate and chalks books and pens and now to the complete online mode of learning.

This major flipped was not certainly experienced by a specific age group, but every infant to the elderly person pursued the term EDUCATION. India is a very progressive country that adopted this new pattern of learning where the educator and education faced several complications and were being encountered to some new technology and methodology. Covid-19 has hit hard on education as well. In response to the significant demand for online education, many online learning platforms are offering free access to their services, including platforms like BYJU'S, Udemy, SkillShare, Masterclass, etc. But few studies conducted in the past few months have pointed that the unplanned and the rapid move to online learning with no training, insufficient bandwidth, and little preparation has resulted in a poor user experience that is unfavorable to maintain growth.

Nevertheless, this technique of learning can be improved and adopted by the passing time but, only for those who do have access to the right technology. As there is evidence that learning online can be more effective in several ways. It was also studied that students can learn faster online; e-learning requires less time than a traditional classroom. This being a picture of the population with a good amount of privilege to good internet and financial standing where the other side of the story states a very hard time of the student who is underprivileged to all the basic need of education, being specific of the rural India who is yet to be encountered to the traditional mode of offline schooling.

Where the struggle of online learning doesn't come to an end here, we do have another chapter to this story, Educators who are all experts in Blackboard, Chalk, books, and classroom teaching are new to this digital schooling, but they are adopting the new approaches and handling it like a pro to aid the students in the current position. But on the undesirable side, countless teachers are looking for an alternative to support their families. Where the crises have been harsh on every working category, even the teaching faculty was one of the targeted categories.

This pandemic has not only affected the students and teachers, but also the Low-budget institutions and schools, which has resulted in a close-down of the same. There are both positive and negative vibes happening around us amid the Covid-19. We are not equipped for this situation, but denial is not the solution, so we have to go through this together. Understanding and considering the same we must update the infrastructure and think of ways to undertake the situation and provide education to every child amid the pandemic. If we face something exactly like this in the future to aid the forthcoming generation. This flipped scenario can be at a rescue.

## Online Learning: A Saviour in the Pandemic

**Rishabh Tatarbe**  
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**BBA GEN, Semester 1**



All of us are aware of the devastating impact of COVID-19, but it would be unfair to say that it has not helped new sectors to flourish and come up as a saviour during these tough times, and indisputably, one of them is the online education sector. With the pandemic hitting the globe, all the schools worldwide were shut down, leaving the education system in a state of pandemonium. The ramification of the pandemic is abysmal, especially, as parents are worried about the completion of their ward's schooling, graduation, education etc. and whether or not that would occur in an efficient manner. It was like a huge hole had been created and had to be filled, but filling it seemed next to impossible. This is where online education played its impertinent role in filling that hole, or, at least bridging the space.

Online education has bridged the gap between physically attending schools (which is not of course possible in the pandemic) or colleges and attending lectures at your own comfort and pace, with flexibility, of course, as long as you have internet! Also, with complete lockdown people could not even step out of their house without the fear of contracting the dreaded disease. People who were stranded in areas where traveling to schools or colleges and attaining normalcy in education and learning was a distant dream, have greatly benefitted from online learning. Online learning has made learning and education much more accessible and feasible than anyone could ever imagine. online learning initially, but eventually we have adapted over time.

Moreover, in the coming years we might see online learning as the most dominant and preferred method of learning. In this pandemic, many online teaching platforms have also come up and offered free lectures and courses to the students so that learning online is encouraged during these challenging times and can be a seamless experience for everyone. The concept of traditional education has changed radically within the last couple of years. But we also must consider that all of us were a bit hesitant and dubious about the new concept of online learning initially, but eventually we have adapted over time.

Online learning has proven to be a savior not only for students but teachers also. People could also go back to listen to the online lectures again and again to revise or grasp concepts better and learning at their own pace and comfort, which was not possible traditionally while now teachers can also control the chaos in the class in a better way since the scope for the 'class troublemakers' is also lowered. Moreover, it also cut down the expenses of students and teachers, which they had to put in earlier for traveling and other fundamental things. We have also seen an improvement in the attendance of students to a great extent, as students themselves are motivated to attend the classes, as it does not require lot of effort and is convenient to attend. It also has helped people grasp the concepts in a better manner, as it is a well-known psychological phenomenon, that the human brain learns better in an auditory or visual manner plus doubts also, can be solved efficiently as contacting the teacher is easier now, compared to actually being in a school or college and waiting for the next class or hunting the teacher all around the campus to get your query addressed.

All in all, online learning has helped many people, of course it also comes with some disadvantages like everything else, but people would soon adapt to it. Also, with the 'never-seen before', momentous development in technology, we can very well avow to the fact with sanguinity, that in future, the paradigms of online learning are bound to change for the better. No one would have envisaged that a day would come when your location, time and condition can, in no way, impede your process of learning. Online education has given us all of this and we must be grateful for what we have, otherwise learning in this pandemic would be no less than swimming across the Pacific.

## **Smart learning a game changer in education sector**

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**Amity Business School**

**BBA (general) Semester 1**



**In my school days, when the smart board was first introduced in our school, we all were so excited that we always wanted to study every subject through that smart board. Unfortunately, that was not possible as our teachers were very reluctant to take us to the smart room until and unless it is very important. Moreover, it is a hard truth to digest but earlier it was also not possible to study every subject on smart board due to unavailability of content for each subject. We felt very sad about it; but now, the things have completely changed.**

**In this world of digitization, everything is just a click away. Videos, which we wished to study of every subject, are now freely available and that too a many, which anyone can access from any corner of the world. We don't need to depend on the class teacher to teach every concept as now we can freely understand anything from you tube or any other apps which will help the us to break new ground. This ultimately makes the learning more interesting and indulging as we can get access to any information in the way we want, either in written or in animated form.**

**I will like to thank reliance industry for bringing JIO and changing the lives and habits of million internet consumers. As we all know that with the introduction of JIO internet the cost of internet got slashed to such an extent that even a common man was using internet on a daily basis of more than 1GB, which earlier was not even a dream for us. Ultimately, this has given boost to all the online activities and education is also one of the major victims of the internet revolution bought by JIO which is the major cause for education reform.**

Thereafter, every student was easily able to study online without worrying about the internet consumption. More and more content got started uploading online and also with the increasing competition between the big online teaching giants like, Byju's, Vedantu, Unacademy, Toppr, etc. the student got benefitted from the choices they were available with. This bought a revolution in the education sector and the way the student study.

In this time of pandemic, earlier, one never thought that teaching online has any future, or not possible and convenient. But, look at us now, everything has shifted online and the teacher who were reluctant to teach online were forced to shift to the online mode of teaching. It is all because of the infrastructure which has made available to shift to online mode of teaching. The learning has not been stopped even if the physical school was shut.

Therefore, even if we are saying that smart learning is game changer in the education sector but the main problem here is that there is a digital divide which needs to be addressed first in India. Only 21% of women and 42% of men are internet users in India. Moreover, just 4.4% of rural households have a computer, against 14.4% in urban areas, with just 14.9% of rural households having access to the internet against 42% households in urban areas.

Ergo, we can say that smart learning is definitely going to help bring the revolution which was needed in the education sector. Students will be benefitted from smart study as this will provide them choices to learn from anyone they want and gain unlimited knowledge which will attract more knowledge savvy student. With the induction of online classes, it has bolstered the transformation of education sector. But, due to digital divide the things may be slow or seems little bit impossible but we never know the future; and who thought that we will be attending online classes?

# Online Learning is a Saviour in pandemic situation

**Salil Vivek Ambekar**  
**Amity Business School**  
**MBA General**



Education is the key to transform the world! Education is the light that destroys darkness. The darkness caused by COVID-19 pandemic that has befallen upon us is no exception. This time around too, education can be crafted to sail us through safely and steadily! With new cases emerging every alternate day, it could be said that the coronavirus pandemic is getting unpredictable day by day. Lockdown keeps getting extended, curfew hours are getting tighter and despite several attempts at finding a cure, more people are growing restless as there is no potent outcome. Lockdown has hit the business sector hard and education sector harder. Schools, colleges and classes etc have been shut down under the lockdown protocol which raised a big question mark for education system.

**Is online coaching a new concept?**

The online coaching has started in Covid 19 it is new concept for all like students and teachers etc.

During the Pandemic Situation computers and internet were introduced which further boosted the online learning technology. E-learning adopted innovation modes such as virtual learning in a simulated environment which truly marked a new age of online technology.

Online learning took a step ahead at the onset of 2000's and introduced online training to multi-businesses. Employee training started happening on the net which proved to be a major upgrade in business planning and management.

Hence, online learning has come a long way and is definitely not a newly coined concept. Like its counterparts, online learning has made an evolutionary journey which is still advancing.

**How it is this the most relevant mode of education these days? Rather than the most relevant, it is the ONLY mode of education that is feasible enough to withstand the current pandemic situation. To handle the COVID-19 pandemic, social distancing is the ultimate preventive measure among others. A cure is soon on its way, until then prevention is the best option. But the lockdown imposed in the same light does-not hold back the mandatory education for young minds. Online learning is a boon to solve this and is getting implemented in almost every town.**

### **Obstacles that are in its way**

**I said almost, because there are some roadblocks that have prevented online learning to flourish in every part of nation. Not every province or state of India is technologically advanced enough to adopt this method. The rural areas for example are still on the question mark zone where online education is difficult to establish. Other pronounced obstacles are as follows:**

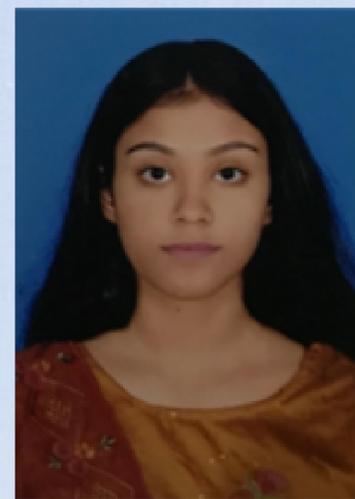
- **Struggle to adapt at such short notice. Lockdown happened suddenly. It didn't give us enough time to make a contingency plan for household management, let alone making arrangements for children's education.**
- **Poor or weak computer skills**
- **Weak internet connections**
- **Technical issues**
- **Lack of proper time management**

# ONLINE LEARNING AND CHALLENGES

**SARA ANNIE VARGHSESE**

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## **ABSTRACT:**

Online learning has become a common, the most popular and also the newest way of education in the present scenario. COVID-19 changed the world permanently, as this pandemic has caused a big pitfall to all the humanity. And also led to a successful collapse of all the educations systems, activities, etc. online learning is also a great alternative to universities, especially doe the ones who cannot afford huge money to take up course, so digital learning has created a way for them to gain a degree or post degree.

so, there are some **CHALLENGES** faced by the students in online learning:

### **Lack of bodily or oneself interaction:**

less in person interaction of students with their teachers has created a big drawback as the students finds its difficult in understanding the concept. Students may not be attentive while the lectures are going where the teachers don't get to understand that students have understood the topic or not as there is not visual or in person interaction.

### **More diversions and hindrance:**

This has become the common problem all the students face while attending classes. Majority of the students attend their classes at home, maybe it can be from interruption of the family member, technical glitch or happenings in or around the surrounding etc. So, this has become a big difficult in many ways for many students as they sit anywhere around the corner of the house to attend. As this has become more challenging for all the students to come up as they have to stay self-motivated.

### **Technical issues:**

**As, technical issues has been the most happen in an online learning as well in online teaching. These students tend to say “ma’am its due to technical issues” in every situation like in – attending classes late, not responding to the questions been asked and so on which results the students being inactive/inattentive in class. Situations where there is less internet connection which really lead students to get frustrated during the teaching process or new learning sessions, where there are chances like WIFI gets disconnected, or the laptop just get shut down by itself or the speaker problem etc.**

### **Being less driven:**

**Students has stay up motivated in every online learning class, as its ones own needs to get their job done so its equally important for them to be more serious in their studies, education and also learn how to manage time and setup their daily schedule on the basis and learn to be more focused despite any distractions by keeping up a virtual leaning and learning environment.**

### **Less of physical activities:**

## **CONCLUSION:**

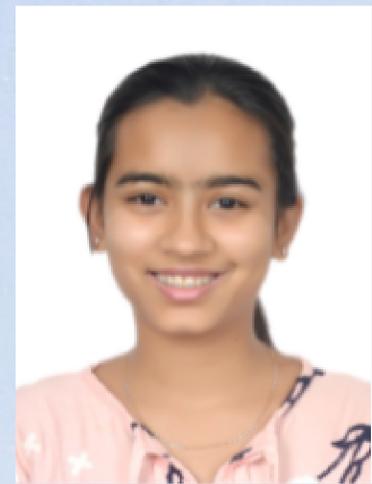
**The reflections presented throughout this paper have provided an overview about the online learning and the challenges faced by the students. These challenges can overcome more of being social with classmates (discussing your thoughts and problems), staying motivated all the situation, in case any technical error the students can close touch with their teachers so that can be informed to record the class session as backup, students can gain more knowledge by reading, listening and also getting known to available resources in case any unknown about carrier goals and also by doing something outside the box and also by creating your own place for startups.**

# Online Learning Benefits and Challenges

**Srushti Kalani**

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**We all know that there are many benefits to online learning. But if you've ever taken an online course, you probably know there are some challenges as well. It can be difficult to maintain the same level of commitment and effort when you don't have a teacher or classmate checking up on you or providing feedback. You might also find yourself lacking the motivation to complete certain tasks such as quizzes and assignments without any encouragement from those around you. There are pros and cons to everything and we are gonna take a look at both benefits and drawbacks of online learning.**

**Online learning can have many benefits like**

**Flexibility – People are usually busy with their jobs. Not everyone can take time off to learn something. Online programs provide individuals with opportunity to learn while working. You can learn at the time convenient to you and at a pace suitable for you. It allows you to balance work, life and school. Additionally students don't always feel comfortable asking professor questions, online learning gives them opportunity to revisit past material or even watch the lecture again to ensure the clarity of the topic.**

**Better Time Management – Juggling work, family, and school is a difficult task. But the convenience of online learning gives students the flexibility to create their own schedules. It's up to students to complete lectures, assignments and ask doubts to the faculty. This saves a lot of time. Also, online lectures can be viewed from the comfort of our houses so it saves a lot of travel time.**

**Lower costs – Online learning has proved to be a more affordable option than offline classes in many cases. Tuition expenses may not always be lower but students are saving a lot of money on travel expenses. Students also don't always need to buy textbooks and notebooks because teachers are providing them with PDFs and they can make notes on their Laptop or IPads.**

**The challenges faced while learning online are as follows**

**1. Adaptability- Students find it difficult to adapt to an online learning environment immediately after traditional classroom learning. Due to the sudden change they are not able to adapt to a computer based learning. Students who have been always studying in the traditional Classroom mindset are not able to focus on online platforms. It is important for them to accept the new learning environment with an openmind.**

**2. Technical issues – Many students are not well equipped with high Internet connection that is required for online learning. Due to this, they face problems in going live for virtual learning and other platforms that require an Internet connection. They face technical issues as they are not much aware of technology and computer applications. A slow and high Internet connection can play an important role in how quickly you can attend the class and do not miss any live sessions. There is a possibility of poor connectivity if you find difficulty in downloading some information related to the subject, blurred videos, etc.**

**3. Computer knowledge- Lack of computer knowledge is a major concern in today's world. There are many students who still cannot operate basic computers with MS word and PowerPoint. And whenever some technical issues emerge, they find it difficult to solve the problem in such scenario. They face difficulties with live classes, usage of appropriate icons, MS office, communication- related apps and websites, browsing study materials etc. Sometimes they don't know technology proficiency like login, live classes, creating and submitting work, communicating with teachers and friends.**

# **ADOPTION OF HYBRID LEARNING PRACTICES IN INDIAN SCRENARIO**

**Vidhi Adhia**

**Amity Business School**

**BBA- B&F**



**The Indian Education System has undergone a major commute over past few years mainly in its way of its working. Due to unfortunate conditions of the pandemic, nearly every student and teacher in our country were unable to attend classes physically during the lockdown. To address this challenge, traditional teaching methods had to be reconditioned and educators had no other option but to start using technology in innovative ways to make learning a lot more interactive.**

**Whether it be video conferencing tools, virtual tutoring, blended learning or any hybrid models there has been a vital surge in their usage over the period of time. Amongst all these solutions Hybrid Learning is finding favour in majority from students and teachers both.**

**At present many schools and colleges are looking forward for the long-awaited return of physical teaching and offline classes. Nevertheless, the pandemic has disturbed the education landscape in India and therefore adoption of Hybrid Learning practices in Indian Education System sounds like a solution which will not only achieve relaxation for students and teachers but will help us to avoid violating any lockdown regulations opposed by government. Hybrid Learning is meeting the needs of education system and expectations at many levels at the same time.**

**Universities are trying to figure out conventional ways to evaluate the leverage technology to create classrooms of the future. On the other hand, Education System is under tremendous pressure in establishment of excellent standards for hybrid learning wherein with educators teaching students in both ways at the classroom as well as at home. This arrangement needs to support online learning apace with classroom-based or physical teaching which now remain.**

**There are many advantages of investing in a hybrid learning approach. Starting from improved flexibility for students and teachers to increase in access to learning for students in rural or remote areas, Hybrid Learning is helping us change the way we think of education and is removing many of the barriers that have traditionally been existed. In Hybrid Model of education will be able to operate from home, finish assignments on time and be able submit it before deadline, carryout learning in a self-paced manner and take initiative for working on projects. Learners can be called to classrooms on rotation basis for classes and clarifications of doubts. For those who do have access to the technology, there is evidence that hybrid learning can be more effective in a number of ways.**

**While the pandemic has led to unspeakable losses in all sectors of Indian economy including the Education System, one can see a silver lining is that education being accessible in remote locations. Educators can also get an advantage to streamline the course for all types of learning styles. Furthermore, this concept also makes ways for number of hesitant teachers to come up and embrace EdTech resources in its full strength. It has also been justified that Hybrid Learning Model of teaching is comparatively much more engaging than the traditional methods of teaching also the use of technology enables a seamless and interactive process of teaching.**

## Online Learning And Challenges

**Vinit Yashwant Singh**  
**Amity Business School**  
**BBA- Semester 1**



It's been almost 2 years now that we have completely shifted to online modes of education. Though we had some institutions that were already online this was new to many students. The education system had faced an unpredictable health crisis that has shaken up its foundation. Online mode of learning provides several advantages for students who want flexibility and are interested in multitasking while attending college. It helped everyone in getting educated themselves amid the pandemic. However, there are various challenges that students faced during the virtual system of education. The expansion of the internet and accessibility to computers has increased the demand for online learning across the world. We all are well aware that the online mode of learning has attracted a lot of attention towards itself. But many of them have faced some challenges that caused several interferences in their learning. The advantages of virtual education are getting overshadowed by the challenges during the learning process. Below are some of the challenges faced by not only students but teachers too.

The sudden drift in the mode of education has put a lot of students in trouble. Students are not able to focus on online platforms, who have been always studying in the traditional classroom mindset. And as students are moving towards the online mode of learning, it becomes a difficult task for teachers too to adjust to a new learning platform.

**Internet connection has become another challenge for students who are from remote places. Due to this, they face problems while connecting to virtual learning and other platforms that require an internet connection. Students miss a lot of information and even their attendance due to poor connectivity. Lack of computer education has become a major concern in today's world. There are many students who still cannot access basic computers. Students, as well as teachers, find it difficult to solve the problem in such a scenario.**

**The lack of in-person interaction with both classmates and tutors is particularly challenging. Some of the students lack effective communication skills during online learning. It becomes a difficult task to make their tutors understand their problems. They might not be able to write so convincingly that educators understand the concept behind their assessments. Also, there are some students who feel shy to communicate or they take time to open up with their teachers and friends due to the new model of learning.**

**Another Challenge is that students find difficulty in managing their time with online learning. Online learning is completely new for them and requires intensive work. Also, the load of assignments makes their work more hectic than ever before. In some cases, online classes have caused anxiety, depression and raised questions among students about their academic futures. Some students are considering taking a drop in the coming semester if their school continues to stick with online learning.**

**Online assessment and examination are not reliable or relevant. Teachers are not able to monitor students and feel concerned about the risk of cheating in online learning. They feel that students can cheat in order to get better results in tests and assignments. These problems have caused a lot of hindrances in learning but this is the only choice we are left with. The only solution to these problems is seeking help from the elders and keeping ourselves motivated. Interacting with the teachers and getting adapted to this learning will help us to cope up with this.**

# MOOC COURSES TO ENHANCE SKILLS

**ANKITA SHAW**

**Amity Business School  
BCOM(HONOURS)**



## **1.INTRODUCTION OF MOOC-**

**At the very start knowing what actually is MOOC is important .MOOC stands for Massive Open Online Course. The Massive in MOOC means it can deal with thousands and hundreds of students at a single go.The term Open means the education is available at anytime and anywhere i.e 365 days a year.MOOC is online which means it is available in each and every part of the country. There are various courses provided under this course. Early MOOCs (cMOOCs: Connectivist MOOCs) often emphasized open-access features, such as open licensing of content, structure and learning goals, to promote the reuse and remixing of resources. But now many MOOCs provide interactive courses with user forums or social media discussions to support community interactions among students, professors, and teaching assistants (TAs), as well as immediate feedback to quick quizzes and assignments. MOOCs are a widely researched development in distance education first introduced in 2008 that emerged as a popular mode of learning in 2012.**

## **2.TYPES OF MOOC-**

**These Massive Open Online Course could be divided into two strategies. First is the connectives MOOC and the second is the cognitive-behavioral MOOC.**

**A. Connectivist MOOCs(also called as cMoocs)-It's a programme that mainly talks about connecting the learners. There are more learner driven discovery platforms in this.Also,there are more collaborative instances that are seen and learning pedagogy is the main idea under this kind of Mooc.**

**B.Cognitive Behavioral MOOCs(also called as xMoocs)-It is a traditional course which is translated and uploaded as an online content. Thus it's a very simple, old and traditional course and most commonly a kind of custom tailored learning that is seen under this kind of Mooc.**

#### **4.WHY ARE MOOCs DIFFERENT?**

**These Moocs are unlike an online course which focuses more on content, MOOCs focus more on context. Good content is a prerequisite to create a MOOC but what keeps it going is dynamic building up of context around the content. Online courses are close-ended with static content.**

#### **5.INTRODUCTION OF MOOC IN INDIA-**

**The idea of MOOC was constituted by MHRD( Ministry of Human Resource Development).The MOOC National Committee is chaired by the Mission Director of NMEICT i.e National Mission on Education through Information and Communication Technology( which is an initiative taken by the Government of India to become a knowledge super power by efficiently utilizing the Human Resource). This focuses on the Main National Coordinator who would be there and will ensure that the best teachers of our country are selected as the Principle Investigators or the subject matter experts in their respective fields. It was decided that, when the courses would be designed along with the main courses there would be audio content, video content,tutorials,weekly assignments, follow up activities,discussion forums etc.**

#### **CONCLUSION-**

**Since every student has the right to gain knowledge, they can now have the access to these courses very easily just with having an internet connection. These Massive Open Online Course helps the students to enhance their skills. There are variety of courses which are provided under this course. All the 35 to 40 platforms provide free education to large number of students from all over the world where the subject is discussed and pre- recorded by educational experts.**

## Online learning and challenges

**Ayush Mozar**  
**Amity Business School**  
**BBA Gen Semester 1**



The Coronavirus is preventing students and staff, at many campuses, from meeting face-to-face. Learning institutions need to develop alternative educational delivery methods to move the classroom online. Online education is an amenable instructional delivery process learning that takes. Online learning enables educators to communicate with students who may not be capable of enrolling in a traditional classroom course and assists students who need to work on their own schedule and at their own speed. Every discipline is registering a surge in the volume of distance learning and imparting of online degrees, with remarkable pace. Schools and institutions that offer online education are also growing in number. Students pursuing degrees through online methods must be scrupulous in ensuring their coursework is completed through a valued and credentialed university.

Online education is known to offer the benefit of synergy. Here, the format employed makes room for dynamic communications between students and the teachers. Through these communications, sources are shared, and an open-ended synergy evolves through a learning process. When each person bestows a view or opinion through discussions and comments on others' work course, it benefits the student to learn better. This unique advantage is manifested in a student-centred virtual learning environment that online learning format alone can contribute.

**With online classes, we don't need to travel to a different city or commute long distances. We can stay where we are and keep our current job while we work toward improving our career with an online degree. Online education also helps digital nomads—someone who espouses a technology-enabled or location-independent lifestyle. We can watch lectures and complete our coursework wherever we are.**

**Whether we are a full-time or part-time online student, the online education experience provides a much more manageable schedule. Online education has gained much approval on account of its cheapness. Such is the fact that online courses are more affordable than those offered at schools or colleges. While studying in universities, we may have to spend some money such as transportation, lodging, and meals, online education may not require such expenses.**

**One of the important aspects of online learning is its inherent flexibility, however, there is a catch, one has to be extremely self-motivated. The best online students develop various approaches for staying up to date on their coursework. Things like setting aside time every week to study and create a workspace with minimal distractions can help immensely.. Online learning also comes with its challenges which are such as adaptability in which The students find this difficult to adapt to the online learning environment immediately after the traditional classroom learning program. The students who have always been studying in the traditional classroom mindset are not able to focus on the online platform at once. Technical Issues in which many students are not well equipped with a high internet connection that is required for online learning. Due to this, they face problems in going live for virtual learning and other platforms that require an internet connection. They face technical issues as they are not much aware of technology and computer applications**

**Distractions which is even faced by me , I know Learning from home is an amazing experience. You might expect things around you to be like a school campus. But at home things are different for example, you might want a massive classroom, parks, playgrounds, canteens, friends, teachers around you to guide and learn. But with online learning, you have to manage everything in one room with parents around you. You can be easily distracted by small things at home.**

## Online Learning Benefits

**Dan Kunjumon Thomas**  
**Amity Business School**  
**Bcom(Hons)**



**As we all know that COVID-19 pandemic has struck lives of people very hard. It has also resulted in schools to shut down across the world. In such a situation the only option to the education sector was to adopt to online learning/e-learning where learning can be done online through digital platform. It was the best way to keep ourselves safe and continue with our education without any delay. The main benefit of online education is that it has greater flexibility. It provides the freedom to work on your course anytime at anyplace.**

**There is no need to commute from one place to another to follow a rigid schedule. People from different regions can attend their classes virtually without any barrier of place. Online learning allows students to engage in courses globally. This will also help to provide education to the rural areas where no proper educational institution is present. It allows for a better balance of work and studies together. As it allows you to work along with your studies and gain work experience which will be beneficial to our career. Online learning can also be the solution to the scarcity of seats available in education institutions such as schools, colleges etc. More number of students can be enrolled in colleges and can reduce the no of dropouts. Another major benefit of online learning is that it is becoming more affordable as there are no expenses for classrooms, physical materials etc and can be saved.**

**This can also reduce travelling expenses. Additionally, all the course and study materials are available online, thus creating a paperless learning environment which are more affordable, while also being beneficial to the environment. It helps to pursue new career opportunities and grow your current knowledge and communication skills. It helps to develop soft skills which are important at our workplace.**

**Online learning creates opportunities to interact, participate, and communicate with your friends and instructors in different ways. There is also the option of self-paced learning where students can view the recorded classes for their future preferences. This will be helpful to students as they will be able to work on their lesson at their own pace so that they master the topic before moving on to the next. This added flexibility allows online learners to move through the course work at our own speed and get the most out of the degree program. Online learning offers teachers an efficient way to deliver lessons to students through videos, PDFs, podcasts etc. All the information that you will need will be safely stored in an online database.**

**Online learning is also adaptive to various learning styles. Different students have their own preferred learning styles. With the wide range of options and resources available, students will have their own personalized ways of learning. It is the best way to create a perfect learning environment suited to the needs of each student. Online learning made students to harness the use of technology and is still the most convenient method of learning with virtually endless option for students all over the world.**

## **E-Commerce adoption in India**

**DARUN SAMPATH KUMAR**

**Amity Business School**

**BBA Gen, Semester 1**



**E-commerce is not just another section of commerce, it is commerce. The mixture of the internet and commerce has the strongest bond in the history of capitalism. With that being said, it is imaginable why so many businesses have their stores on the internet and India is no stranger to this adoption. Our nation took a step towards e-commerce back in 1999, a company named Fabmart, offered only music CDs for sale but later expanded into books, movies, watches, and groceries by the year 2000.**

**Soon, India became a vast network of e-commerce giants such as Amazon, Snapdeal, Myntra, Paytm and Flipkart. With the COVID-19 outbreak, online shopping had skyrocketed the sales of many internet services, grocery, fashion, and apparels. In fact, almost everything was bought online because of the restrictions imposed to contain the effect of the pandemic. An article of the Financial Express states that “86% of Indians adopted online shopping during the pandemic which has accelerated the adoption of e-commerce across consumers of all age categories”. Online shopping soon caught the attention of many, and people admired how they could just scroll through and find what is best for them.**

**Furthermore, ecommerce websites provide recommendation of similar products that you have bought, send personalised emails, analyse consumer behaviour, and recommend products based on browser history and this holds a great deal of data management, which is only possible using internet.**

**However, the e-commerce companies have been faced with the obstacle of “Red zones” so e-commerce companies made tie-ups with other giants to ease the expansion.**

**Sources of Financial Express confirms the collaboration of Flipkart and Adani group which will serve as an employment factor and additionally, Zomato has also tied up with the Ministry of Housing and Urban Affairs to link many more businesses to harness the power and advantage of e-commerce. This major shift to an ‘e-commerce economy’ treasures huge data and speaking of data, India’s e-commerce market reached US\$ 46.20 Billion by the end of the financial year of 2021 at a 19.24% CAGR while having a significant growth curve and possibly becoming the 2nd largest e-commerce market in the world by 2034 (source: IBEF). Alongside the tie ups, there is also an emerging demand of foreign investors onto to Indian e-commerce markets driven by the ‘Digital India’ programme which consequently could walk our economy into a trillion-dollar economy in the coming years.**

**Moreover, retail traders as well as small businesses are being benefitted with the reach of internet and with the help of networking, e-commerce is made highly efficient. The demographic majority lies on the youngsters and middle age, these age groups purchase more from the internet and what pulls them towards this kind of shopping is the element of independence and the number of alternatives present. Evidently e-commerce has proven to the world that this is an efficient tool to achieve one’s organisational goals and of course, it enhances the capacity of our great nation itself and it is e-commerce that will steadily grow our economy and thus, improve the quality of everyone and everything in it.**

# Online Learning and Challenges

**Harshita Sisodia**  
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The pandemic of covid-19 caused numerous schools and colleges to close. The lockdown mode stimulated the growth of online learning so there would be no interruption to their education. It is also referred to as e-learning. Many implementations have been involved to offer the best course material and learning. Presently learning can be figured it out online because it's the leading arrangement amid the covid-19 emergency. It also plays an important role to introduce our lives to the digital platform by providing flexible places, timings and content. The implementation of online learning made our traditional schools move to virtual learning, the transition was mostly unplanned. The sudden switch to online classes and online learning is creating challenges for everybody.

## Challenges faced by Students

- In rural areas, many students don't have reliable internet access or electronic devices to participate in online learning. Based on the students perspective in India, 77%/of the studied student noted that the main problem in online examinations was internet connectivity.
- During city lockdown, about 70% of Indian students attended online classes, the majority of which used android smartphones, but digital platforms used for e-learning are not compatible with smartphones.
- Many students face problems while studying from their house as houses are not a desirable location for studying as they may get distracted by other family members or pets.

- Excessive screen time can lead to all sorts of physical ailments such as headaches, bad posture or strain on the eyes.
- It also leads to several distractions with entertainment, and social media as it's just a click away while studying online. Students need to be highly motivated for e-learning.
- Lack of interaction with teachers and students is another major problem. Based on the results of a study conducted in Iran, medical students lack interactions with their teachers during the COVID-19 spread.

### Challenges faced by Teachers

- Teachers have a wide range of responsibilities including teaching, researching and evaluating students as well as guidance and supervision of graduate and undergraduate students.
- Many teachers might not have enough technical knowledge to utilize virtual platforms.
- The e-learning requires several hours of thinking to find out how a concept can be taught in the form of virtual education.
- Due to lack of face-to-face learning, it's hard to know if the student has understood the concept or not.
- It is a tough job to keep students motivated and teachers have to think critically to encourage students to meet their assignment's deadlines.
- Teachers face many difficulties as they are unsure whether the students switched on the device for the namesake or just sitting somewhere, with no clue about the participation.

Since online learning in lockdown was a new experience for both the teachers and students. Thus they pointed about the stressful situations they were involved in though it was exciting. Research results on the effectiveness of online education are mixed. E-learning has several advantages but it also has its drawbacks. It is very useful and it is going to become more and more popular in the coming years.

## Online learning and challenges

**ISHWARITA HALDUNIYA**

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**BBA GENERAL, Semester 1**



The **COVID-19** pandemic has changed the education forever. While countries were in different situations during outbreak, there were more than 1.2 billion children in 186 countries affected by school closures due to lockdown. As everyone found offline mode of education productive and beneficial because it enables direct interaction between the teachers and students, provide a healthy competitive environment to the students, Extra-curricular activities in offline mode help in the overall development and classroom communication that helps in understanding the concepts easily there was now a sudden shift to online mode.

Even before **COVID-19**, there was already high growth and adoption in education technology, with global edtech investments reaching US\$18.66 billion in 2019 and the overall market for online education projected to reach \$350 Billion by 2025. Whether it is language apps, virtual tutoring, video conferencing tools, or online learning software, there has been a significant surge in usage since **COVID-19**. For those who do have access to the right technology, there is evidence that learning online can be more effective in a number of ways. Some research shows that on average, students retain 25-60% more material when learning online compared to only 8-10% in a classroom, this is mostly due to the students being able to learn faster online but on the other hand many students in the rural areas are not that well equipped with the infrastructure facilities that is required for online learning.

**Due to this, they face problems in going live for virtual learning and other platforms that require an internet connection. They face technical issues as they are not much aware of technology and computer applications. A slow and high internet connection can play an important role in how quickly you can attend the class and do not miss any live sessions. There is a possibility of poor connectivity if you find difficulty in downloading some information related to the subject, blurred videos, etc.**

**Lack of computer education is a major concern in today's world. There are many students who still cannot operate basic computers with MS word and PowerPoint. And whenever some technical issues emerge, they find it difficult to solve the problem in such a scenario. They face difficulties with live classes, usage of appropriate icons, MS office, communication-related apps and websites, browsing study materials, etc. because they don't have knowledge about basics of computer applications. In many cases, students find difficulty in managing their schedule with online learning.**

**In the classroom, teachers can monitor the students and adjust their pace to accommodate anyone who needs extra time. In an online learning environment, it's more difficult to do so. Since it is harder to read body language virtually, learners may stay silent and then leave the class feeling despondent, frustrated, and having learned nothing, and so education has changed dramatically, with the distinctive rise of online learning, whereby teaching is undertaken remotely and on digital platforms. Online education has both advantages and shortcomings. The different methods of imparting education have become more interesting to be known and discussed by people these days.**

# INTERNET AND EMPLOYMENT

**Karishma Mathur**  
**Amity Business School**  
**BBA General, Semester 1**



**The Internet has changed the way the world works! We see that things become autonomous and intelligent, many of them no longer need human intervention, they can be maintained, guided and fed. The internet has created a new all-digital workplace. Thanks to the Internet, it is possible to manage a large-scale distribution business without having to rent an office or warehouse of one square meter. You can also get thousands and thousands of people flocking to your website just because an Instagram celebrity posted a photo of you and told their followers to check you out. It also makes it possible to automate almost everything and just sit back and watch it all work. These examples show how the internet is fundamentally changing what we actually do at work.**

**Digital technology is seen as a major driver of structural change to organize, deliver and reward work. At the same time, the use of digital technologies has significantly changed the process of participation in the market of traditional and "new" jobs. This development provides a new opportunity or even new challenges for those involved in the job search.**

**In several sectors, including medicine, education and professional services, technology has increased productivity and employment at the same time. Easy access to information and accelerated communication speeds have revolutionized most knowledge-based industries. At the same time, rising incomes have increased the demand for professional services.**

**The pandemic has greatly changed the daily routines of consumers but the pandemic just sped up the process there are no commutes, there is a need to entertain children and, in general, more time is spent at home. In addition to the fundamental changes, there is an increase in positive and familiar content as people begin to search for more videos that can mimic home situations.**

**The overall growth of social media this year shows a very clear picture of people's changing preferences for video. In recent months, TikTok has grown beyond Gen Z and has attracted other age groups, from millennials to boomers. Instagram and Pinterest have doubled their video offering, with a huge boost from IGTV and new releases like Instagram Reels and "Story Pins." YouTube sees more than 100 million viewers streaming content on their televisions every month. The entire digital ecosystem is heading in this direction, and brands and content creators.**

**We can definitely conclude by saying that the jobs haven't been reduced by the internet or its development or with its all-pervasive characteristics. It is just that traditional jobs are not more there. On the other hand, other jobs like content creation, Instagram/Facebook influencing, online tutoring, personal training and tech jobs that are growing where people are looking for candidates for their AI development companies etc.**

# Online learning and challenges

**Nathan George Raju**  
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**B.Com(Hons)**



Since the month of March, 2020 almost every school and educational institutions around the world were physically stopped due to the outbreak of COVID-19. Therefore, students and teachers were forced to follow online method of learning since it involved no interaction between people. Online learning was one of the things that nobody expected and people had challenges since they had no experience practicing it. Here are some of the challenges that they experienced along with their solutions:

1) **Lack of computer knowledge** – One of the major problem in todays world is that students lack computer knowledge. Many students do not know how to operate MS word, Excel, PowerPoint etc. When technical issues emerge they are unable to resolve them during classes which leads to students finding it hard to study online.

**Solution:** Students should spent more time on learning MS word, Excel etc. They should pay attention when instructors help them in solving issues and communicate with teachers or friends in seeking help.

2) **Technical Issues** – In this online method of learning, technical issues can happen as they are not always stable. Technical issues include your computer automatically shutting off, slow internet connection, monitors which are slow to respond etc. Drastically students get frustrated due to these reasons.

**Solution:** Communicate with teachers or professors about what's happening with your network. Recording classes can act as a backup when you have slow network while attending classes.

**3) Distractions – During online classes students face a lot of distraction like unwanted sounds, lack of attention and all those small things happening at home. Due to these reasons students will lack concentration while attending classes.**

**Solution: Students should inform their parents, siblings or friends about the timing of their online classes so that they can avoid disruptions and henceforth concentrate on their studies.**

**4) Time management – Some students find it difficult to manage time along with online learning. They find online learning totally new for them and therefore requires intensive work.**

**Solution: Students should have a time schedule to manage their time in an effective manner. Stop doing multiple tasks at the same time and try to complete one task at a time as it helps in reducing stress and increases the productivity of the task you are doing.**

**5) Lack of motivation – One of the common challenges that students face today is lack of motivation. In the starting phases of online learning, students find it to be difficult and lose hope in learning. Therefore, students need motivation to help them learn and complete the tasks.**

**Solution: We should make the best use of time and use it for learning. Attend classes without missing any of them so that you don't lag behind. Make a time table for studying with breaks in between so that your learning will be effective with more interest.**

**These were some of the challenges that almost every student in the world faced through online learning. But as time passes by, we tend to adapt or find a solution to these problems. As the spread of COVID-19 has drastically decreased, the world is slowly moving to the traditional physical classes though it is not completely practiced around the world. One thing is for sure, online learning is one of the greatest experience that the education sector has witnessed.**

## Online learning and challenges

**Piyush Bhadani**  
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**BBA(GEN), Sem-1**



Online learning referred to as “e-learning” among other terms. However, online learning is just one type of “distance learning” The benefit on e- learning is that Online courses provide an excellent method of course delivery unbound by time or location allowing for accessibility to instruction at anytime from anywhere. Learners find the online environment a convenient way to fit education into their busy lives.

In December 2019, an outbreak of a novel coronavirus, referred to as COVID-19, The World Health Organization has declared Covid-19 as an pandemic that has posed a modern hazard to humanity. This pandemic has efficaciously pressured international shutdown of numerous activities, inclusive of educational activities, and this has ended in remarkable crisis-reaction migration of universities with online mastering serving as the educational platform. The COVID-19 outbreak has led educational institutions to adopt several of the following digital technologies:

The facilities for interaction with the teachers depend on the platform used. There are many platforms including MS-TEAM, CISCO WebEx, ZOOM etc. In some of these, it is possible to see and interact with each other. Ideally, the platform should have the following facilities to achieve the same or better feeling of a face-to-face classroom environment.

# ONLINE LEARNING AND CHALLENGES



**RIYA GUPTA**

**Amity Business School**

**BBA GENERAL SEC C**

**"Education is the passport to the future, for tomorrow belongs to those who prepare for it today. "**

**- Malcolm**

**Online education in its various modes has been growing steadily worldwide due to the confluence of new technologies , global adoption of the Internet , intensifying demand for a workplace trained periodically for the ever - evolving digital economy and mainly due to the outgrowing Covid pandemic. E-education or online education is changing the way we approach teaching and learning . Changes in education delivery models have been rapid and transformational . As institutions worldwide adapt to these changes , a very dynamic education landscape has generated immense interest among educators . Among the students it is emerging as a new method of learning.**

**Online education has benefitted various sections of society . Foremost advantage of e-learning platform is that it has enabled pupils to become self-regulated learners . Students can easily access recorded lectures and study at any time they wish . E-learning also helps in broadening experience and enables students to reflect and think critically . It enables us to gain experience using web based tools and technologies . Moreover e-learning does not require any physical settling and is independent of time therefore students are likely to have more time to focus on their studies rather than on investing that same time on travelling to their educational centers .**

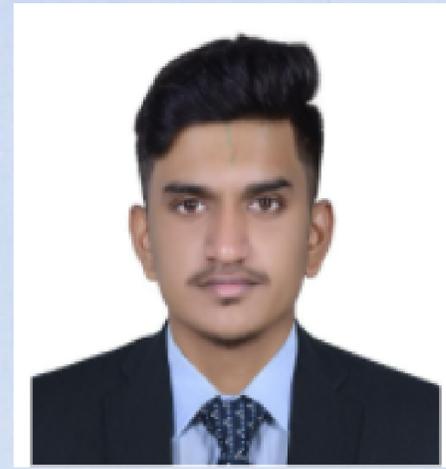
**Online learning has also proved beneficial in terms of resources . E-learning enables us to share information in terms of presentations , e-books and many more . This not only helps those who have inaccessibility to those costly books but also saves environment . It is a cheaper and environment friendly way of learning.**

**There are two sides to every coin , therefore , despite of so much benefits challenges of e-learning can't be ignored . Foremost challenge in e-learning is the lack of adequate resources . Many underdeveloped countries lack modern facilities . Inaccessibility to those modern equipped gadgets and smartphones causes hindrance for most of the people . In the pandemic as many of us witnessed that even if most corporations adapted to online learning many educators were blank about the operations of even basic applications .**

**Therefore , lack of education and knowledge are one of the most important setbacks in implementing e-learning at a mass level . E-learning can be awarding for the needy and honest ones but for the mischievous it is more likely a source of enjoyment , entertainment and more of a way to avoid studies . According to a case study , amid the pandemic , there was a major degradation recorded in students' overall academic performance . E-learning has resulted in a decreased concentration and prolonged screen time which has adversely affected the health of pupils . Studies show an enormous increase in number of people reporting to doctors for headache , back pains and eyestrain . Moreover , slow internet connection and lack of network operating towers also cause hindrance in e-learning .**

## Online learning and challenges

**Rohith Raj**  
**Amity Business School**  
**BBA-Section C, Semester 1**



**COVID-19 pandemic has shaped the manner of mastering in higher schooling. coaching, and gaining knowledge of activities which are normally performed with face-to-face meetings have turned into virtual conferences in numerous on-line studying programs. on-line training is an appropriate educational procedure that consists of any online studying. Online learning allows instructors to have interaction with college students who won't be capable of enroll in a traditional classroom and assists students who need to adjust with their timetable and pace. Every field registers an increase in the quantity of analysing grades and the switch of online tiers, at an staggering fee. Colleges and institutions that offer online schooling also are growing in number. Students pursuing tiers through online techniques have to be careful to ensure that their research are finished with a treasured and graduate college.**

**Online education is understood to offer the gain of synergy. Right here, the layout hired makes room for dynamic communications between college students and the teachers. While everybody bestows a view or opinion thru discussions and feedback on others' paintings course, it benefits the scholar to learn higher. This particular benefit is manifested in a scholar-targeted virtual studying surroundings that online gaining knowledge of format by myself can make contributions. With online instructions, we don't want to journey to a distinct town or shuttle lengthy distances. students can analyse from the comfort in their personal houses and their surroundings.**

# E-COMMERCE ADOPTION IN INDIA

**SAKSHI.S.SARMALKAR**

**Amity Business School**

**BBA SEC-C, Sem 1**



**E-commerce today is impacting markets, retailers as well as supply chain management. The success of e-commerce in last few years shows how companies are successful in penetrating in Indian Market. The success stories of e-commerce companies are incomplete without technology adoption by people. In other way around e-commerce and technological innovations and its implementation are responsible for its adoption in the market. These innovations in technology and internet provide convenience to consumers for experiencing something very new purchasing environment.**

**In today's generation where everyone is busy. we get the large varieties of products, huge amount of information, and cash on delivery and doorstep deliveries. This are the main benefits by e-commerce attract and forces potential consumer to buy online. Now a days Youth finds e-commerce more convenient and time saving and use different available payment modes for payment of the purchase now even if you want one thing you can order it with the help of online shopping apps. Hence e-commerce giants and other e-tailers, found Indian youth population as potential target market. They are successful in influencing the target population by providing very quick services, variety of products and services and fewer prices than traditional market.**

**The e-commerce helps increasing the economic growth by creating new business opportunities and also opportunities for education and academics through e-learning and e-business education.**

**The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. Indian E-commerce industry has been on an upward growth trajectory.**

**Through the decades, India has seen a great transformation in this market from print literate workforce to the telephone, radio, television to Internet communication and mobile phone applications. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in E-commerce sector will also boost employment, increase revenues from export, increase tax collection by exchequers, and provide better products and services to customers in the long-term.**

**E-commerce is most likely the best thing that has happened to the middle-class population with higher ambitions and lesser time. Not only it appeals to middle class, e-commerce advances both quality-minded Indian consumer as well as small entrepreneurs. Around the world, e-commerce has gotten a deal chasing- which is quite beneficial for the middle-classes. Considering the Indian market, the growth for e-commerce is enormous. Flipkart, Amazon, Snapdeal, IRCTC etc are big giants in e-commerce in present Indian market.**

**Currently, Indian customers are driving e-commerce through online shopping by buying electronics, clothes and books. But, if we look at business transactions, it's the online ticket booking, which is driving the e-commerce adoption. Though, other segments such as classifieds, matrimonial, jobs all are making good progress.**

**In this way, e-commerce India is perpetually developing and is a shelter to buyers, e-business people, online advertisers and retailers. Hence, adoption of E-commerce is very high in India.**

## **E-commerce adoption in India**

**Samyak Mutha**  
**Amity Business School**  
**BBA Sec C, Sem 1**



**The COVID-19 pandemic has widely altered the e-commerce sector in India. although the year wasn't nice from a business point of view, the e-commerce sector saw a boom in sales. the explanation being the pandemic reworked the means customers search by fast and huge digital adoption throughout the country. the analysis states that eighty-six percent of Indians adopted online means of shopping throughout the pandemic, which has accelerated the adoption of e-commerce across customers of all age groups.**

**During the pandemic onset, the e-commerce sector was making an attempt to regulate itself to the changes in customers, managing new demand for things and therefore the delivery restrictions in containment zones. Right now, they adapted to the new tradition. With the rise in online means of shopping, the e-commerce sector has reimagined the client expertise by specializing in providing mall-like in-store expertise. This involves using the huge data to suggest similar merchandise, providing tailored emails, analyzing client behavior, and recommending individualized suggestions with their browsing history. in addition, they targeted on providing customers elaborated product details to form the proper selection and providing them large discounts.**

**Seizing the chance of lasting growth, the e-commerce players have enlarged their capability to accommodate a lot of sellers and therefore the structural shift in client behavior.**

Many retail stores had come with established corporations like Amazon, Flipkart, and therefore the likes to leverage digital technologies and reach customers to sustain their business. aside from this, several new businesses have found out online stores independently.

Another challenge that the e-commerce sector went in last year was to arrange the deliveries within the “containment zones and red zones”. they'd set up their systems amidst the shortfalls. This created them kind tie-ups with alternative business leaders, paving the means for a lot of enlargement. Here are some samples of such variations in recent times.

Our own native e-commerce company Flipkart proclaimed a collaboration with Adani in the 4th Gregorian calendar month 2021 to increase the company's supply and knowledge center capabilities. This alliance is anticipated to form about 2000 direct jobs in India.

Zomato entered a tie-up with the Ministry of Housing and Urban Affairs (MoHUA) in the 2nd Gregorian calendar month 2021 to aboard three hundred street food vendors on its platform. This initiative is at the start set to include six cities where street advantages are going to be helped with PAN and FSSAI registration and trained on digital app usage. This initiative empowers them to harness the ability of e-commerce and go digital.

Though without doubt e-commerce has custom-made to the new traditional, I'd say the changes are here to remain even once the planet returns to normalcy. the best is yet to come and will be much bigger. Let's await it.

# ONLINE LEARNING AND CHALLENGES

**Shifa Mujaffar Budy**  
**Amity Business School**  
**BBA General, Sem 1**



**Online Learning is the type of learning which can be done with the help of devices such as Computers, Laptop, Mobiles, etc. It is also known as E-Learning. Online Learning has opened a great scope of learning different fields for all the people who want to learn from wherever they want and at whatever time they want. Online Learning has changed the scope of learning and made it a comfortable mode of learning.**

**During the COVID-19 situation, all over the world is immersed in online learning. All the students over the world are attending their classes online. Also, the people involved in businesses are holding their meeting with their clients online. During the past years, all the people are getting used to online learning.**

**Through online learning, teachers can easily deliver the lessons through , videos, etc. and it can help students to understand it more perfectly. Online learning also benefits the students so that they can learn from wherever they want. Online lectures are recorded so the students can view it any time and learn through it again and again. This can help them to revise whatever was taught during the lectures. It can also benefits for the students who were absent for a particular lecture so that they never miss what was taught in the lecture.**

**Online learning teaches us about the modern technology which involves how to use different types of programs. It helps students to learn about editing, making presentation, sharing documents, etc. from early age. Online learning also benefits students to attend lectures in any circumstances and there are few chances of getting absent mark. Online Learning helps to improve digital literacy among students so it can be helpful for them in the future for communicating and other purposes.**

**As there are many benefits of online learning, in the same way there are many challenges that are faced by many of them. While we were studying in the classroom there was no disturbance and all the students were able to study well. But in the online learning, there is a lot of disturbance. The students gets easily distracted when the other members beside them are talking and it causes students to loose focus. This causes many students to not understand what the teachers are teaching.**

**The main challenge during online learning is technical issues. In some areas there is a lot of network problem. And because of this many students are facing a lot of glitches during attending lectures. In some areas there is no trace of network and so students are unable to attend lectures. It causes students to being left behind in their studies. Through online learning, we have to keep our full focus on the screen. Focusing on the screen for the full time can cause eye problems and headaches, etc.**

**Online learning is mainly focused on theory and not on practical. This causes the students who are in engineering and other fields lack of practical experience and it may affect them in future. For those students who doesn't know anything about the modern technology and how to use computers are having a disadvantage. Because of lack of knowledge they can't be able to attend lecture.**

**Online learning may be comfortable and easily accessible but it may also causes many problems to the society.**

# ONLINE LEARNING AND CHALLENGES

**SHWETA MOHAN MUDALIAR**  
**(BBA – SECTION C)**



**“Education is what remains after one has forgotten what one has learned in school.” – Albert Einstein**

**The COVID-19 Pandemic has changed our education system forever. With 1.2 billion children all over the world staying indoors as their schools remain closed, technology has turned out to be more collectively beneficial than ever. Conventional methods of teaching have intermingled with computers to give Virtual learning a completely unexpected, and new place in our lives.**

**Even before the pandemic, there was already a surge in the adoption of education technology, especially for virtual tutoring, language apps, video conferencing, websites for educational reference and online learning software. The pandemic has only exposed more of us to this digital world, forcing us to develop our technical skills to access education. Online learning platforms such as BYJU’S, announced free live classes on it’s “Think and Learn” app in response to the growing demand during pandemic, and has seen a 200% increase in the number of students using its product. There have been many universities that have transitioned successfully, offering their courses online on various platforms such as Coursera, Udemy, edX, Udacity etc.**

**Although not everyone could benefit from this transition of physical education to virtual, as many households still lack internet facilities, personal computers, phones or even televisions, it has only become more prominent that the changes made during the pandemic in terms of education aren’t going anywhere.**

**In fact, the future of education will only be more digitized, inclusive and accessible to all of us.**

# ONLINE LEARNING AND CHALLENGES

**Siddharth Patil**  
**Amity Business School**  
**BBA General, Sem 1**



After the world was struck by the deadly COVID-19, where self isolation and social distancing was becoming a crucial thing, schools and colleges were all closed for quite a while before the whole learning experience was shifting to being done online through various video calling platforms. It became very easy and safe to be schooling while being safe at home, helping to reduce the wide spread of the virus.

There were many advantages and challenges for this new experience.

Learning could happen anytime and anywhere. Being safe at home and scheduling yourself for school was one of the biggest advantages that online learning could give us. Amidst a pandemic, many people were fleeing back to their home countries to be safe with their families. Leaving their schools and colleges, work etc. Online learning gave them a chance to continue their education experience even if they are many time zones away.

The whole online experience is in some sense a dilemma. On one hand the students are safe and sound in a protected environment where they do not have to go through time consuming travel in their lives and can focus on themselves too. But however, on the other hand, the constant schedule and the major of their time being spent inside their rooms or any particular space would cause major disinterest for learning.

In the end we all are looking forward to having lectures in real life face to face. We humans are a social creature after all.

## Online learning and challenges

**Aakarsit**  
**Amity Business School**  
**B com(H), Semester 1**



In the last month of 2019, the covid-19 was discovered in the Wuhan seafood market and the World Health Organization (WHO) declare it a threat to humanity. The covid pandemic forced the world to shut down several activities, including Schools, and colleges and this resulted in tremendous changes in the traditional teaching way. At the time of the pandemic, everything went online that included learning.

Online learning is the use of the internet and some other important technologies for educational purposes. However, there are many challenges surrounding online learning. Students find it difficult to suddenly change from the traditional method to a new way of learning. It changed many things for the various students, everyone created their schedule. It was very difficult for them to focus on their study because of the easy distraction. But it is important for them to accept the new online mode. Many teachers have also faced the problems of adapting to the new method of teaching. Many students aren't well equipped with the high internet that's needed for online learning. Thanks to this, they face issues in going live for virtual learning and different platforms that need an online association. Many teachers face technical issues because they are not much aware of new technology and computer applications.

But we have to admit that within a short span of time they have caught on with most of the students. Online learning has provided flexible timing for the students.

# ONLINE LEARNING AND CHALLENGES

**Pooja Jangamshetty**  
**Amity Business School**



## **Abstract**

**Due to the transmission of the coronavirus, an unprecedented number of students around the world are unable to attend schools, colleges, or institutions in order to stop the pandemic COVID-19 from spreading. The outbreak is projected to cause significant economic disruptions, as well as disastrous impacts on worldwide schooling. Because of the rapid spread of the coronavirus, educational institutions all around the world are making the bold decision to move away from traditional face-to-face course material delivery and toward online content delivery. With the rapid use of digital technology, this is a huge paradigm shift that has the potential to transform the future of Indian education.**

## **Online Learning and Pandemic:**

**Adult learners pursuing higher education possibilities have historically considered online education as an alternative path. The rise of the COVID-19 epidemic, on the other hand, has forced educators and students at all levels of education to quickly adjust to virtual courses and plenty of other educational breakthroughs have made universal adoption of virtual learning a reality. Accessibility is a major issue. There are still other issues here, including a lack of Internet connectivity in some areas, particularly rural areas, and competing needs among family members for home technology use. Electronic materials and activities that can now be linked into online learning experiences have also risen in availability and adoption in the year 2020.**

**Experts from all over the world have been able to attend online classrooms<sup>8</sup> using real-time online conferencing platforms like Zoom and Google Meet, and presentations have been recorded for individual learners to watch at their convenience. In addition, the value of hands-on, practical learning has led to innovations like virtual field trips and virtual labs<sup>9</sup>. As a result, the next generation of online education can transition from an organization that primarily serves adult learners and higher education to one that increasingly serves junior learners in primary and secondary school, ranging in age from 5 to 18.**

**There has been a shifting of the distinctions between traditional and distance education for decades, the pandemic has accelerated the eradication of these lines. Due to improved infrastructure and developed skill sets that let people to travel across different delivery systems, less single mode and more multi-modal (and thus more educator choices) is becoming the norm. Future generations of online education will not be confined by the traditions of single teaching modalities, as educators will be able to support pedagogical methods from a menu of instructional delivery options, a mix that earlier generations of online educators have supported.**

### **Conclusion:**

**While many people still struggle with access, large resources have been allocated and mechanisms built to connect students with course activities and materials, to enable communication between instructors and students, and to handle online learning administration. Greater access and opportunities to online education have now been formed, and the next generation of online education adopters has a clear route ahead of them.**

# ONLINE LEARNING AND CHALLENGES

**Siddhi Kolekar**  
**Amity Business School**  
**MBA (Banking & Finance)**



**Introduction – ‘Online learning’ no one ever thought of something like this will ever happen which will make the whole world upside down. Yes, the covid-19 pandemic hit the world and changed the pattern of living. Every sector got affected due to the pandemic, as we know that human is a social animal, and the social life of human was at stake as it was lockdown, and everything was shut. Hence people were suffering from depression and trauma. While education was continued through online mode that too after months, because how to conduct the classes exam and everything was a challenge for the education system. Online learning benefits and challenges – We know that everything has 2 sides that is good and bad. Online learning was a life saviour in pandemic where students were safe at home, but the challenges were more in front of the benefits of it.**

**The first challenge was to adapt the great shift in the education system. It was difficult for students to adapt to it. Students who were used to the traditional classroom found out very difficult for computer learning. The other challenge is network issue not everyone has a good stable network and due to this issue students were not able to focus and grasp the continuity of the lesson. The productivity of the students was dropping down day by day. We know that online learning saved the education but simultaneously it affected the productivity of the student’s outcome as well.**

# DIGITAL PLATFORMS FOR EDUCATIONAL ENHANCEMENT

**Dhanisha. N. Lolam**  
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**MBA (Banking and Finance).**



To keep things running smoothly during Covid, which occurred in January 2020, the entire world had to adopt digital systems. It compelled teachers, students, and everyone else to use the internet. Prior to the pandemic, digital platforms and technologies were not widely used, but as a result of the current crisis, new technology and platforms have evolved, encouraging everyone to sign up for and participate in these ideas. Digital Platform is just like a virtual classroom where teachers, students, and kids can continue their education. In contrast to a school or college website, the platforms are designed specifically for remote learning.

Students benefit from technology because it gives them fast access to knowledge, rapid learning, and engaging ways to apply what they've learned. It allows students, particularly in STEM, to explore new disciplines and get a better comprehension of complex concepts. Students can learn 21st-century technical abilities needed for future careers by using technology both inside and outside the classroom.

Prior to the pandemic, learning was primarily theoretical and practical, with certain use of digital models such as projectors and, in some circumstances, computer-based learning is applicable. Teachers, too, have digital access and the material knowledge to teach using these modes, but in today's digital world, students have a better understanding on how to use the forms of technology than teachers.

**How can one enhance the learning process through digital platforms?**

### **Methodology That Works**

**Educational productivity is usually assessed by the amount of money, time, and resources required to achieve desired objectives. This indicates that if there are fewer costs and time commitments, the learning process will be improved. The goal here is to come up with a strategy that will boost both production and efficiency.**

### **Videos Inspirational Programs**

**Because digital videos are so popular, including them further into online process would give teaching a more varied and handier feel. Videos, as a result, should never be disregarded as a valuable resource for educators, learners, and academic institutions. Possessing videos, on the other hand, would lead to: A sensory encounter that is engrossing and enhances digital proficiency by going to resources**

### **Acknowledge Communication's Potential**

**Communication is the cornerstone to excellent digital learning, and this subject has experienced significant advancements throughout time. In this age of connectivity, coursework should make use of social media channels and other means of communication to allow students to communicate with their classmates and lecturers.**

### **Learning Activities That Are Adaptive**

**Students now have the option of studying at their own pace when learning online, but the lesson format is likely to remain traditional. Instead of clinging to the old rules, coursework should experiment with adaptable lesson plans tailored to the individual needs of students.**

## Online Learning a savior amid Pandemics

**Nagendra Singh Tomar**  
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The Covid-19 pandemic has shut down entryways in India's commercial centers, enterprises, organizations, schools and universities. Notwithstanding, India observes a decent advancement in this extended lockdown as e-learning stages have opened many learning windows. The public lock-down had made a grave emergency advanced education, yet fortunately a few organizations and schools in India had the option to utilize online procedure for learning. During the emergency, online classes were an incredible lifeline in higher learning and laid the way for better incorporation of on the web and disconnected instructing learning settings, which the UGC and the MHRD have since a long time ago tried to accomplish.

Many individuals condemned online instruction in India at first since there were insufficient assets for understudies. However, schooling can't be discouraged. A portion of the advantages of online instruction in Covid-19 are as per the following:

Securing careers in the best possible way right now: This is whenever that our administration first has approved the dispersion of online degrees. Understudies are our nation's future, and their positions should not be risked. Everything is done online for the wellbeing of understudies' wellbeing and vocations, including directions, classes, evaluations, and conference.

**Reduces the danger of virus propagation: Everybody knows that social distance is important to keep away from the spread of this infection. This would not have been imaginable with disconnected classes, and the circumstance would have disintegrated. Online classes might seem troublesome now and again, however the way that they have by implication saved so many individuals from becoming contaminated can't be thought little of.**

**So many instructors' livelihoods have been secured: Many guardians who whine about universities charging expenses ought to perceive that educators should be made up for online classes also. Many individuals were laid off because of the lockdown, and numerous instructors would have confronted a similar destiny if online schooling had not been advanced.**

**As indicated by certain investigations, students hold 25-60% more material when learning on the web, contrasted with just 8-10% in a homeroom. This is essentially because of understudies' capacity to learn quicker on the web; e-learning sets aside 40-60% less effort to examine than a conventional study hall climate since understudies might learn at their own speed, returning and yet again perusing, skipping, or speeding up through subjects as they see fit.**

**Major worldwide occasions are much of the time a tipping point for fast development; the ascent of online business following SARS is an outline of this. While it must be checked whether this will apply to e-learning after COVID-19, it is one of a handful of the areas in which venture has not evaporated. This pandemic has featured the need of appropriating information across boundaries, organizations, and all parts of society. In the event that internet learning innovation can assume a part here, we should all cooperate to understand its maximum capacity.**

# Adoption of Hybrid Learning Practices in Indian Scenario

**Chothia Ruzvin Sam**  
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If we go around one year back the “Online Teaching” concept was imagined to be 10 to 15 years away in India. But with the world going through the pandemic there was no other option but to shift to the online mode so that the learning does not stop even though being at home.

Some of the very common hybrid method used nowadays for learning are as follows:

- 1. Design to achieve learning outcomes, not to use specific technologies:** Choose approaches that reflect learning outcomes rather than focusing on a specific technology. Let the appropriateness of meeting performance goals be a priority in the design.
- 2. Consider the student's preferences and context:** Take student preferences into account during design and development. Survey your audience to discover the learning environments they prefer or are best suited for. For example, when listeners are isolated from their peers, they may prefer to have online discussions rather than own-paced courses.
- 3. Consider the full range of options:** While the variety of learning technologies available are exciting, don't forget about the custom options. Coaching, mentoring and mentoring experts can be an effective part of a blended learning program.

# **NEXT NEWSLETTER THEME**

## **Digitization A Game Changer**

For quite a long time, organizations have utilized innovation to take care of business quicker, better, and less expensive than human work. Fit for Growth changes additionally exploit innovation where conceivable, tapping the full force of digitization to expand usefulness, work on quality, and assemble capacities. This methodology conveys innovation in two phases. The first streamlines interior cycles going from assembling to client care and HR, frequently working together with other expense decrease switches.

The second goes past the limits of the undertaking, utilizing state of the art computerized advances to drive key change via mechanizing associations with clients and providers, completely digitizing processes from one finish to another, and taking out work in everything except the most elevated worth regions. Together, the two phases produce huge reserve funds while situating the organization for more beneficial development.