

COVID AND POST COVID ANALYSIS OF ONLINE EDUCATION



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The Covid-19 pandemic has resulted in prolonged schools shutting all across the world. Globally, billions of children are impacted due to the pandemic and are out of the classroom. As a result, the education system across the globe has changed dramatically, with the specific rise of e-learning, whereby teaching is undertaken remotely and on digital platforms.

The coronavirus pandemic has made one thing clear, it's that online education has gone from being an option to a necessity.

Educational institutions such as schools, colleges, and universities, have been forced to implement digital ways of working to ensure that students are still able to learn during this time.

Whether it be a college, university, or business school, no educational institution wants to slow down its students' academic performance.

INTRODUCTION

UNACADEMY



Unacademy is known for being the largest online learning platform for multi-lingual education. It offers interactive live online classes , and the users can purchase a subscription to unlock the offerings. Unacademy is one of the top online education platform in India with more than 60,000 educators and 7 lakh active subscribers.

PROMOTERS AND FOUNDERS

Unacademy started off as a YouTube channel created by Gaurav Munjal in 2015 when he was an engineering student in Mumbai. Gaurav uploaded a short video tutorial on computer graphics on his YouTube channel to help his peers prepare for the semester exams. In December 2015, Gaurav Munjal roped in two of his friends, Hemesh Singh and Roman Saini, and launched Unacademy app to create free interactive content.

By 2017, it had over 1 million learners, 5000 plus registered educators and over 40,000 classes launched. In January 2022, Unacademy became one of the founding members of IAMAI's India EdTech Consortium along with other edtech firms like Simplilearn, UpGrad, Byjus and Vedantu.

VISION & MISSION



Gaurav Munjal , Hemesh Singh and Roman Saini

Mission

Democratise access to high quality education

Vision

Get the best minds of the country to share knowledge in an easily comprehensible form.

**QUALITY
POLICY**

S - SPECIFIC

M - MEASURABLE

A - ACHIEVABLE

R - REALISTIC

T - TIME ORIENTED

MANAGEMENT STRUCTURE

GAURAV MUNJAL
CO-FOUNDER & CEO

ROMAN SAINI
CO-FOUNDER &
CHIEF EDUCATOR

HEMESH SINGH
CO-FOUNDER & CTO

KARAN SHROFF
CHIEF MARKETING
OFFICER

AMOL NAIK
CHIEF INFORMATION
SECURITY OFFICER

TINA . B
VP, HUMAN
RESOURECES

KANIKA .M
VP,USER GROWTH

ANKITA TONDON
VP,BUSINESS

ABHISHEK PIPARA
VP, FINANCE

KARTHIK KAILASH
VP,SALES

FINANCIAL STRUCTURE

Unacademy Financials

Unacademy Financials	FY21	FY20
Operating Revenue	INR 398 cr	INR 65 cr
Total Expenses	INR 2030 cr	INR 452 cr
Profit/Loss	Loss of INR 1537.5 cr	Loss of INR 258.7 cr
EBITDA Margin	-320.32%	-304.07%

The EBITDA margin increased slightly from FY20 to FY21 and the losses ballooned around 6X.

CHALLENGES AT THE TIME OF COVID

India's largest learning platform leads by example, by announcing Free Live Classes amidst the recent Coronavirus outbreak.

In light of the developments concerning the COVID-19 outbreak, Unacademy announced that their Educators will take 20,000 Free Live Classes on the platform. The country is adopting several measures, including shutting down schools and colleges till the situation improves. As India's largest learning platform, they took it as their duty to ensure that no matter what, learning must not be disrupted. With their network of Top Educators across subjects and exam categories, They conducted 20,000 Free Live Classes on their platform, effectively .

These Free Live Classes were available across exam categories like UPSC, Bank Exams, Railway Exams among others.

HOW UNACADEMY HANDLED ITS EDUCATORS AT THE TIME OF COVID

Unacademy NEET PG Educators who are also medical professionals are managing double shifts every single day for the betterment of the country. While they are fighting on the frontline to save patients, they are also mentoring the future doctors by taking classes on Unacademy. Their courage, perseverance, and hard work in balancing these two roles, during these extreme times, make them true heroes.



"Several of our NEET PG Educators who are medical professionals, are fighting this deadly pandemic by the day and preparing the next generation of doctors by the night."

POLICIES OF THE GOVERNMENT AND SUPPORT TO THE EDUCATION SECTOR

Online classes are very effective for every student, but they can also have some issues that must be overcome to maintain the flow of education. The union finance minister launched many initiatives to boost the education sector. There were some measures which made the online classes more useful and free from problems which are as given below:

- PM e VIDYA was launched, combining many efforts related to online or digital education. This allows education to be provided in a multi-mode.
- Diksha stands for the digital infrastructure for knowledge sharing to the students. It is a platform used by teachers and students all over the nation to provide education from every part of the world.

Conti.....

- TV means one class, one channel, in this one channel, was provided to a particular class that will give students a good quality of education.
- Swayam online courses, MOOCS platform provision for the school and higher classes students.
- There were also IIT-JEE/NEET preparation measures, mainly known as IITPAL.
- Digitally Accessible Information System (DAISY) was specially launched for disabled students to provide study material and some websites with sign language studies.

Conti...

- Expanding online learning in higher education by regularly developing online education over a distance. More than a hundred universities started conducting online classes that enhanced the learning of the student.
- Manodarpan initiative, which human resource development minister Ramesh Pokhriyal launched. This initiative was based on Atmanirbhar Bharat Abhiyan, which aimed to support the students in a psycho-social manner that affected their mental health.



Thank you