

# E-learning Content Creation

## Digital Learning

E-learning has gained enormous demand in the current pandemic situations. In this era when home has become offices, classrooms are also replaced by virtual learning. This has lots of benefit not just to employees but also the companies.



CIEL has been a part of creating relevant digital content for the LMS of many corporates over the last few years and we have noted that E-Learning helps to educate the geographically diverse workforce with a standardised module and it also works out to be cost effective.



## E-learning benefits of the organization in following ways:

**STEP  
01**

**Interactive** and  
**engaging** learning  
Content



**STEP  
02**

**Self-paced** learning



**STEP  
03**

**Measurable** progress

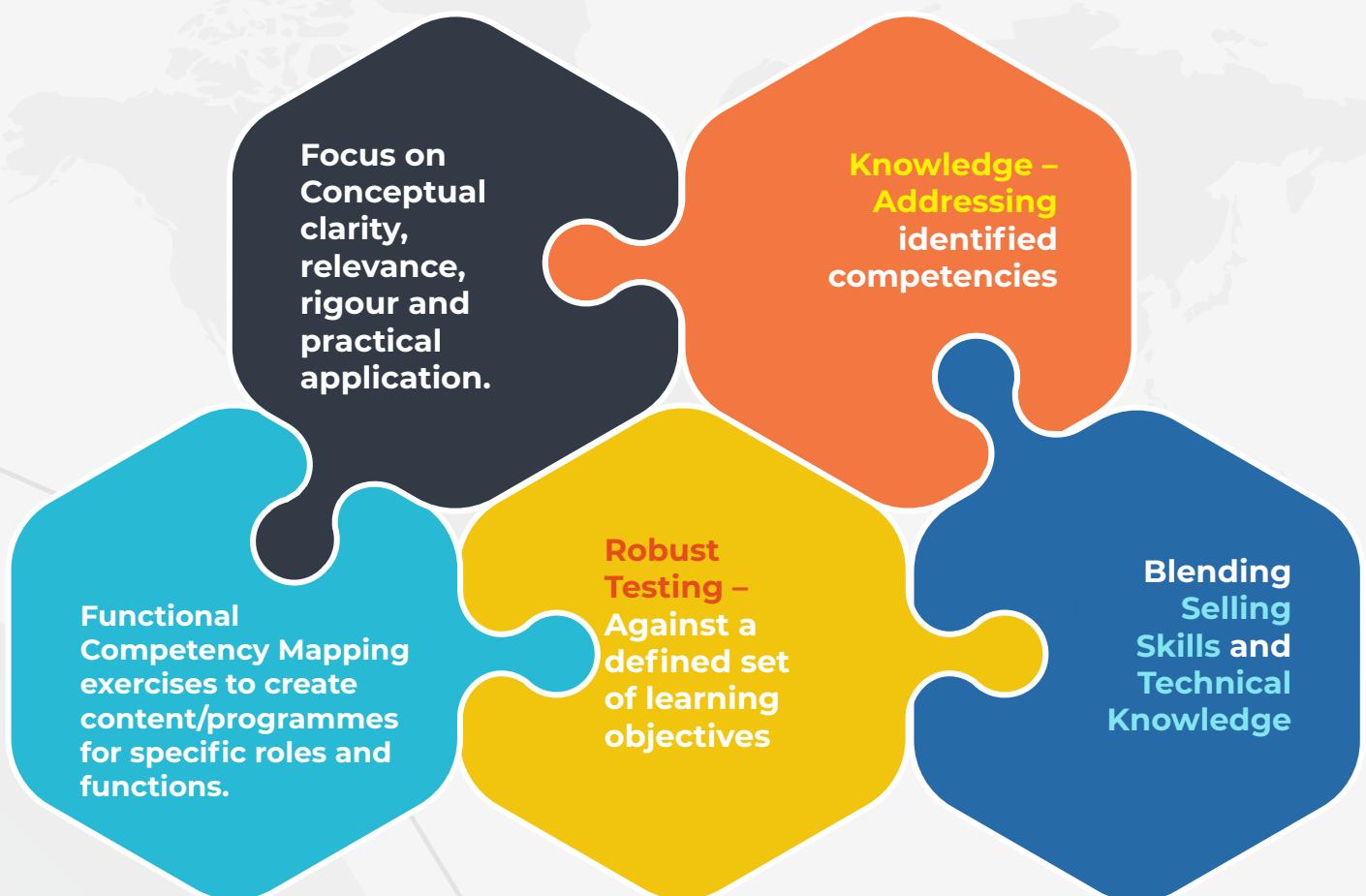


**STEP  
04**

**Customized** and  
**agile** learning plan

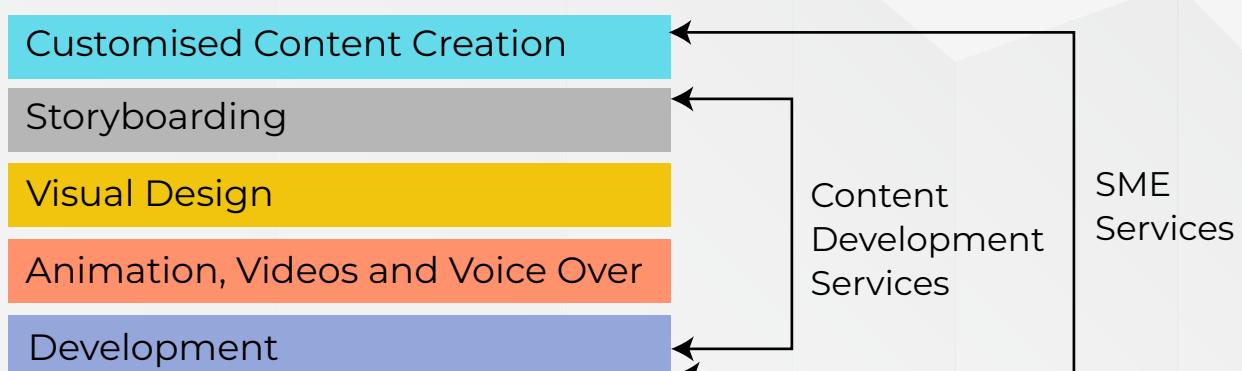


## Content Ethos @CIEL



## End to end delivery

CIEL's content curation services seek to power Client LMS with self-paced learning SCORM content across multiple levels of interactivity. CIEL works closely with the clients to create content using its content ethos and subject matter expertise or could also work with existing client content to develop into self-paced e-learning modules.



At CIEL, we work extensively and closely with **Working Professionals** from the **Industry** with specific **Subject Area Expertise** across various **BFSI** topics.



## CIEL Credentials

CIEL has created around 100+ long duration e-courses, 120+ micro learning modules and 650+ videos/podcasts across clients and subject areas:

- 1 Assets/Lending
- 2 Capital Market
- 3 Mutual Funds
- 4 Stock Broking
- 5 Accounting
- 6 Financial Planning
- 7 Taxation
- 8 Macroeconomics
- 9 Insurance

## Highlights of CIEL Courses



**Clearly defined learning objectives**



**Audio/visual Content created  
by practitioners**



**Interspersed quizzes  
for self-evaluation**



**Case studies, role plays, caselets,  
business scenarios**



**Robust diagnostic and Final  
certification tests**



**Personalised learning**

# SCORM-based Learning Projects

CIEL's SCORM based learning modules seek to boost and retain the concepts among the learner, while enabling appropriate tracking and testing, aligned to your LMS and SCORM guidelines.

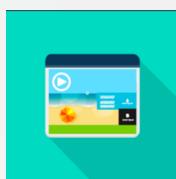


## E-Learning Description



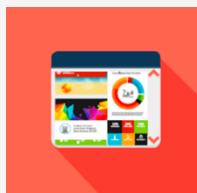
**Classic**

1. Visually appealing with lightly interactive screens.
2. Learner acts as receiver of information.
3. Used for teaching simple concepts.
4. 75-80% semi static screen with audio and 15% - 20% interactivity, photographs or stock images, with assessment.



**Enhanced**

1. Rich visuals and engaging interactive screens.
2. Learner takes control making responses to instructional cues.
3. Used for teaching more complex concepts.
4. 60% animations + interactivity, remaining screens semi static, photographs or line drawings or simple 2d images, with audio and assessment and 40% passive screens.



## Premium

1. Immersive visuals and highly customised interactive screens.
2. Learner is immersed in the content making a variety of responses to instructional cues.
3. Used for simulating real life experiences. 20% passive screens and 75% - 80% animations, interactivity, simulations, audio, illustrations or rich images, assessment.



## Gamified

1. 90% animations, Gamification, interactivity, simulations, audio, illustrations or rich images, assessment, branching, activities.

## Annual Maintenance

CIEL will undertake annual updation of data, regulatory updates to ensure that the content stays relevant and useful over a longer period of time for your learners.



## About CIEL

**CIEL** has been in the financial education space for over a decade & is one of the largest learning solutions providers in BFSI sector, India. It is focused on Executive Education, Employability, Entrepreneurship & Financial Awareness. Our experience of working with over 100 BFSI companies & training over 300,000 learners gives us a fair understanding of BFSI learning domain.



## Our Clients



**CIEL provides a complete package for skilling and upskilling by-**



# Our Team of Subject Matter Experts



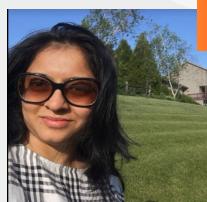
**Uma Shashikant** has been a trainer, researcher and consultant in the capital markets since 1988. She taught at the Indian Institute of Capital Markets, was Vice President, Knowledge Management at ICICI Prudential AMC and Chief R&D Officer at Optimix Technologies before setting up CIEL. Uma holds a Doctoral degree in Finance.



**Arti Bhargava** has an overall experience of 17 years, having spent the last 12 years with CIEL and heads the Content and Production functions/business vertical. She is an MBA in Finance and has worked as a part of the Product Research and Communication with ICICI Prudential AMC in her last stint.



**Anju Vyapak** works on insurance content development in CIEL. She is a General Insurance professional with over 20 years of hands-on work & teaching experience. She is a guest faculty (Insurance) for management students at Welingkar Institute of Management and to industry professionals at College of Insurance, Insurance Institute of India. She is a qualified company secretary (ACS) and Fellow of Insurance Institute of India (FII).



**Labdhi Mehta** works on content development in CIEL. She is an engineer and holds a masters degree in management. She has worked in products and wealth management areas in HDFC Bank and DSP Merrill Lynch.



**Bincy D'Cruz** works on content development in CIEL. Armed with an MBA in financial markets and with over 13 years of experience in Equity market. She has worked with ICICI Securities providing investment solutions to clients and then moved towards Training across verticals.



**Avinash Tulsiani** works on content development and diagnostic assessments in CIEL. Armed with a Master's in Corporate Finance and internships across multiple sectors in the finance industry.



**Fatema Dholkawala** handles the production part of the content. Be it designing to developing Interactive elements for the courses. She has worked with CIEL for over 6 years now and has grown with the company. She has a vast knowledge of different authoring tools and Learning Management System used in eLearning.