

John J. Kennedy

Online education was once seen as a game-changer, promising accessibility, flexibility, and borderless learning. Platforms like SWAYAM, Coursera, edX, and Udemy have expanded learning opportunities for millions. However, low completion rates remain a major challenge. In India, less than 4% of SWAYAM students have completed their courses since its launch in 2017, while global MOOCs report completion rates of only 5-15%. Despite rising enrollments, retention is a challenge. A 2019 MIT-Harvard study found MOOC completion rates averaging just 3.13%. Coursera fares slightly better at 15% for paid courses but only 5% for free ones. EdX has completion rates of 10-12%.

This pattern reflects a global issue: attracting learners is easier than keeping them engaged. The parliamentary panel that studied the digital initiatives cites SWAYAM's outdated content, rigid teaching methods, poor infrastructure, and untrained instructors as key issues. Also, the digital divide has worsened accessibility. Oxfam India's 2022 report found that only 4% of Scheduled Caste and Scheduled Tribe students and 7% of Other Backward Classes students have Internet-enabled computers.

**Drawbacks**

One of the most common criticisms of online courses



## The e-learning challenge

While online education is not a failed experiment, it is far from realising its full potential

is that the content is often outdated or irrelevant to learners' needs. In a rapidly evolving job market, learners seek skills that are immediately applicable. However, many online courses fail to keep pace with industry trends. Many courses follow rigid structures that don't account for diverse learner needs. Working professionals may struggle with fixed schedules, while students in rural areas face connectivity issues. The digital divide remains a major barrier. In India, only 24% of households have Internet access, according to the National Sample Survey Office

(NSSO) 2017-18 report. Even among those with access, low bandwidth, lack of devices, and unreliable electricity hinder participation. Online learning also demands a high degree of self-discipline and motivation, which many learners lack. Teachers, too, struggle to make online courses engaging. The parliamentary panel noted that SWAYAM instructors face inadequate training, low compensation, and technical hurdles, undermining their effectiveness.

A key recommendation is to link online education with job placements. Currently, most platforms, in-

cluding SWAYAM, lack robust mechanisms to connect learners with employers. This disconnect reduces the perceived value of online courses, especially for job-seekers. Global platforms often collaborate with top universities and industry leaders to offer cutting-edge content. Paid courses on platforms like Coursera see higher completion rates, suggesting that financial investment increases learner commitment. SWAYAM, being free, lacks this incentive. Additionally, global platforms offer certifications recognised by employers, adding value to their courses.

SWAYAM's certifications, while recognised by some Indian universities, lack widespread industry acceptance.

**Suggestions**

The challenges to online education are significant but not insurmountable. Courses must be regularly updated to reflect industry trends and tailored to local contexts. For instance, SWAYAM could collaborate with Indian industries to address specific skill gaps. Instructors need better training to deliver engaging online content, including technical and pedagogical strategies. Governments

and private players must work together to improve Internet access and affordability through initiatives like subsidised devices and community Internet centres. Gamification, interactive quizzes, and peer-to-peer learning can make courses more engaging, as seen with platforms like Duolingo.

Establishing placement cells or partnering with recruiters can enhance the value of online courses. The parliamentary panel's recommendation to connect SWAYAM students with employers is a step in the right direction. Courses should also allow learners to progress at their own pace and choose modules aligned with their goals. Micro-credentials and stackable certificates can add further value.

Online education is not a failed experiment but is far from realising its full potential. It can become a powerful tool for inclusive and flexible learning with targeted interventions such as updating content, improving teacher training, bridging the digital divide, and linking education to employment. Abandoning it is not the solution; stakeholders must work collaboratively to address its shortcomings. As the world welcomes digital transformation, online education must evolve to meet the needs of learners and employers alike. Only then can it fulfill its promise of democratising access to quality education.

The writer is Professor and Dean, Christ University, Bengaluru.

### SCHOLARSHIPS

**University of Derby GREAT Scholarships**  
Offered by the University of Derby, the U.K., in partnership with the British Council and the GREAT Britain Campaign.  
**Eligibility:** Indian citizens who hold an offer from the University of Derby for a PG programme and are classified as an international student for tuition fee purposes and have a strong academic background or meet the English language requirements set.  
**Rewards:** £10,000  
**Application:** Online  
**Deadline:** April 30  
www.b4s.in/edge/UDGS1

**South Asia Postgraduate Excellence Award**  
Offered by the University of Nottingham, the U.K.  
**Eligibility:** Open to Indian

citizens who hold an offer for a full-time Master's programme for 2025-26 and are classed as an overseas student for fee purposes.  
**Rewards:** Up to £8,000  
**Application:** Online  
**Deadline:** April 30  
www.b4s.in/edge/SAPE1

**The Glasgow MBA Scholarship 2025**  
Offered by the University of Glasgow, Scotland, the U.K.  
**Eligibility:** Indian citizens who hold an unconditional offer for the September 2025 MBA program intake or a conditional offer contingent only upon their IELTS score and have gone through an MBA interview successfully and demonstrate either a strong academic record.  
**Rewards:** €18,750 one time  
**Application:** Online  
**Deadline:** July 21  
www.b4s.in/edge/UGASA

Courtesy: buddy4study.com

### Awards

EY announced the winners of Techathon 5.0: Harnessing AI to transform Bharat, a competition that involved developing Generative AI (GenAI)-based solutions to address real-world challenges in sectors such as education, healthcare, financial inclusion, and so on. Team CaseWizz from IIT-Kharagpur (Siddharth Asthana, Sanyam Jhuria, and Ayush Sikarwal) took the first place. Team SE827 from Kalinga Institute of Industrial Technology, Bhubaneswar, (Dastageer Siddiqui and Arun Bhattacharya) were the runners-up. Team Catalyst from Vallurupalli Nageswara Rao Vignana Jyothi Institute of Engineering & Technology, Telangana, (Tejaswini Atluri, Pabitha Kommineni, Rishik K.N.R., and Akshay Pulla) won the People's Choice award.

## What's your interest?

Uncertain about your career options? Low on self-confidence? This column may help



OFF THE EDGE  
Nandini Raman

**I graduated in Physics and attempted the UPSC CSE thrice but didn't clear the Prelims. I am now doing an M.A. (Public Administration) from IGNOU and preparing for the UGC-NET JRF. Are there any other areas I can explore?** Anam

Dear Anam,

Are you interested in think tanks or research on public policy, governance or social issues? You can attempt the state-level government exams. What about exploring science communication roles? You can also consider data analysis with a focus on public policy such as economic data analysis, social data analysis, or environmental data analysis. Technology policy is another option, as your Physics background could be an asset. With the NET JRF, academia, teaching or research is another option. Also explore options in the NGO or non-profit sector. Be aware that the competition for JRF positions are high and so explore various options to create a more diversified career strategy and to have a Plan B to the UGC-NET JRF.

**My son has been schooled in an experiential democratic environment where he has explored various options and is preparing to appear for the IGCSE exams in 2025 with PCB and Maths as his subjects. When assessed**

**by a career counsellor, his aptitude was highest in Spatial, with Analytical-Logical and Physical-Mechanical being close seconds. What sort of subjects should he choose for Class 11?** Anshul

Dear Anshul,

The most important factor is his interest in the subjects that he wants to explore. He should choose subjects that he finds engaging and motivating. What are his goals? Does he have a specific course or university programme in mind? If yes, research their subject requirements for admission. Have open communication and allow him to make informed decisions about his future. It is okay to have a combination of subjects that cater to both his spatial and analytical/mechanical aptitudes. He could combine Art and Design with Physics and Math.

A high score in Spatial Aptitude indicates a natural fit for Art and Design (visual arts). This could lead to careers in architecture, graphic design, industrial design, animation, and other visual arts fields. Geography also involves spatial reasoning, map interpretation, and understanding spatial patterns leading to careers in urban planning, Geographic Information Systems, environmental management, and related fields are open with this subject. Analytical-logical and Physical-Mechanical Aptitudes indicate a solid foundation for STEM fields. Computer Science, Design and Technology or Engineering Technology can lead to careers in engineering, product design,

and manufacturing.

**My son will take the Class 12 exams via NIOS in March 2025. He is interested in Marine Biology. Is the Government Science College, Kutch, a good option? Apart from South India, are there any other good institutions? What is the future of this subject?** Atit Dalal

Dear Atit,

Since the college is located in Kutch, I assume that it must provide field study opportunities as well. However, I am not sure about the in-house resources and infrastructure compared to larger more established institutions. Research the faculty, curriculum, placement opportunities and research facilities for the programme. Try to visit the campus to get a feel of the environment and facilities. Connect with current students or alumni to get their perspectives on the programme and career prospects.

Other reputable institutions across India are Department of Marine Sciences, University of Calcutta, Kolkata; Faculty of Marine Sciences, Annamalai University, Chidambaram (Tamil Nadu); National Institute of Oceanography (NIO), Goa; and Central Institute of Fisheries Education (CIFE), Mumbai.

The future of Marine Biology is promising and crucial today due to climate change. It opens career paths in fields such as conservation and biodiversity, sustainable fisheries and aquaculture and biotechnology.

**I completed DMLT in 2023 but rejected the job offers**

**I got. I did this course without interest in lab work. I don't know what I am interested in and am very confused about my life goals. Amihtaf**

Dear Amihtaf,

It is never too late to explore other options. It is courageous to recognise and vocalise your disinterest rather than continue on a path that doesn't fulfil you. The course would have equipped you with numerous valuable skills that can be transferred to other fields. Please take proactive steps to explore your interests and identify your calling. If you are unable to do this on your own, get in touch with a career counsellor who will help you identify your strengths, skills and values. Explore a few online courses across different subjects (coding, writing, marketing, graphic design) and see what you like and can focus upon. Try to volunteer or freelance across different fields and industries to get a first-hand feel.

Based on the skills developed during your DMLT, some potential career paths that you can try across healthcare are medical coding or billing, medical administration or office management, patient care coordination or support, administrative or office roles, data entry or analysis, technical writing and documentation.

**Disclaimer: This column is merely a guiding voice and provides advice and suggestions on education and careers.**

The writer is a practising counsellor and a trainer. Send your questions to eduplus.thehindu@gmail.com with the subject line Off the Edge



## Career compass

How predictive analytics can help students navigate career choices

Aparna Hanumantu

Among the various aspects of the Indian education system is the intense competition to gain admission to prestigious top-tier institutions leading to the rise of coaching centres. However, obtaining admission and completing the coursework is only half the story. The other part involves gaining clarity about career goals, acquiring relevant skills, and aligning them with the demands of evolving industries. Many students graduate without clear perspectives on their career paths, which hinders their ability to align education with long-term aspirations.

Traditionally, students relied on instructors, experienced professionals, and online forums, blogs, and outdated portals for career guidance. While these tra-

ditional methods offer some value, they often fall short in the current fast-evolving job market. Today's students have access to a wealth of online resources, where success depends not just on hard work but also on leveraging advanced tools to align their skills with career paths. The digitisation of services and the online recruitment process, coupled with advances in Artificial Intelligence, have enabled companies to offer tools that help students select their career paths.

These tools, powered by predictive analytics and AI, generate personalised recommendations to help students navigate career choices effectively. For instance, predictive analytics tools assess students' strengths and weaknesses to recommend suitable career paths that align with their potential and goals.

They also analyse industry trends to suggest careers in high-demand fields and evaluate financial data alongside academic records to identify scholarships or grants, reducing financial barriers.

Below are a few tools that provide personalised insights to help students align their strengths with career opportunities:

**LinkedIn:** The career insights feature analyses a student's skills, completed courses, and professional interests to recommend potential career paths and skills to develop. For example, a student proficient in Python and data analysis might be guided toward roles in data science or business intelligence, along with suggestions for relevant certifications.

**Coursera's Career Explorer:** This includes tailored course recommendations based on a student's

academic history and career goals. By completing targeted courses and projects, students can strengthen their resumes and acquire in-demand skills.

**Personalised career guidance:** Platforms like iDreamCareer and Career-Guide provide personalised counselling supported by data analytics and help students factor in academic records, interests, and job market trends. As colleges and universities increasingly utilise big data, these platforms can provide precise and innovative career advice.

**StrengthsFinder:** This helps students discover their innate strengths and talents. By identifying their core abilities, students can narrow down career options that capitalise on these traits. For instance, a student with strong analytical and problem-solving skills may be guided toward roles in engineering, finance, or technology. Organisations such as MyNextMove.org also offer these assessments for free.

Most of these tools thrive on the data students provide, directly linking the quality and quantity of input to the effectiveness of their recommendations. Maintaining a strong professional online presence gives students a significant advantage when entering the workforce, helping them overcome the "cold start" problem. In today's digital age, a well-curated online presence is as important as a traditional resume. This also aligns with emerging trends in digital hiring practices, where employers increasingly rely on online profiles to evaluate candidates' skills and professional growth. By maintaining an active and authentic digital presence, students can position themselves as adaptable, forward-thinking professionals in an increasingly competitive job market.

The writer is an AI and analytics leader.



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