MARKET RESEARCH & FEASIBILITY STUDY FOR AN INTERNATIONALLY ACCREDITED TEACHER TRAINING PROGRAMME IN INDIA

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Executive Summary

This report evaluates the scope, feasibility, and potential success of introducing a 6–8 month internationally accredited teacher training programme (accredited by a British university) in India, priced around ₹2,00,000. The study focuses on understanding the market demand, competitive landscape, and opportunities for differentiation.
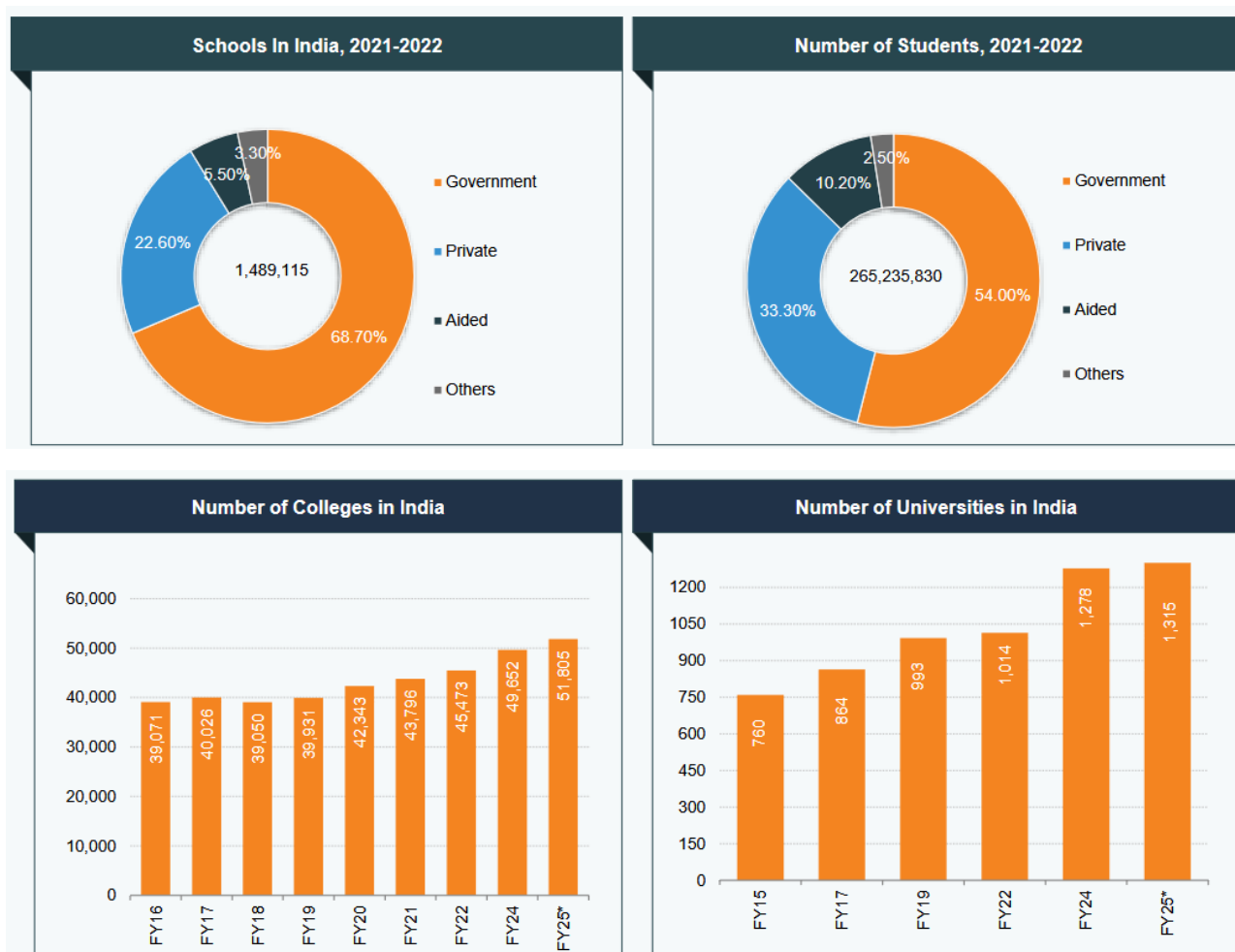
Introduction

Background

India's education system faces significant challenges, as highlighted by the National Achievement Survey 2021, where grade X students scored an average of 220/500 in mathematics, 206/500 in science, and 277/500 in English. Experts emphasize that improving these outcomes hinges on the quality of teachers. As of March 2023, India has 15,896 teacher education institutes offering 22,706 courses, yet many teachers lack adequate training. The National Education Policy (NEP) 2020 aims to address this by introducing the Integrated Teacher Education Programme (ITEP) in 2025, replacing the current system with a dual-major, multidisciplinary degree. Despite 9.5 million teachers in 2021-22, many are underqualified, and only 24.9% of teacher training institutes are government-run. Private institutes often operate in absentia, compromising quality. While ICT-enhanced learning shows promise in improving pedagogy, it cannot replace the human element of teaching. Strengthening teacher training and integrating technology effectively are critical to transforming India's education landscape.

Objectives

- ➢ Evaluate the demand for an internationally accredited teacher training programme in India.
- ➢ Determine unique selling propositions (USPs) to position the programme as a premium offering.
- ➢ Understand key drivers for the programme's potential success, including partnerships, curriculum design, and marketing strategies.
- ➢ Identify the key segments in the market where the product can be introduced and study the feasibility of targeting those segments.

Industry Overview

Overview of Education and Training Industry in India

Schools In India, 2021-2022

- Government: 68.70%
- Private: 22.60%
- Aided: 5.50%
- Others: 3.30%

Total: 1,489,115

Number of Students, 2021-2022

- Government: 54.00%
- Private: 33.30%
- Aided: 10.20%
- Others: 2.50%

Total: 265,235,830

Number of Colleges in India

Year	Colleges
FY16	39,071
FY17	40,026
FY18	39,050
FY19	39,931
FY20	42,343
FY21	43,796
FY22	45,473
FY24	49,652
FY25*	51,805

Number of Universities in India

| Year	Universities
FY15	760
FY17	864
FY19	993
FY22	1,014
FY24	1,278
FY25*	1,315

- The education sector in India was estimated to be worth US$ 117 billion in FY20 and is expected to reach US$ 225 billion by FY25.
- According to UNESCO's 'State of the Education Report for India 2021', the Pupil Teacher Ratio (PTR) at senior secondary schools was 47:1, as against 26:1 in the overall school system.
- The Indian edtech market size is expected to reach US$ 30 billion by 2031, from US$ 700-800 million in 2021. According to KPMG, India has also become the second largest market for E-learning after the US.
- The online education market in India is expected to grow by US$ 2.28 billion during 2021-2025, growing at a CAGR of almost 20%.
- With ~26.31% of India's population in the age group of 0-14 years, India's education sector provides numerous opportunities for growth.
- According to the Union Budget 04-25:
  - The government allocated Rs. 73,498 crore (US$ 8.83 billion) for the Department of School Education and Literacy in FY25, an increase of 19.56% compared with the Union Budget 2023-24.
  - The government has allocated 47,619.77 crore (US$ 5.72 billion) to Department of Higher Education in FY25 an increase of 7.99% from previous year.
  - Allocation towards the Samagra Shiksha Scheme increased to US$ 4.51 billion (37,500 crores) in FY25.
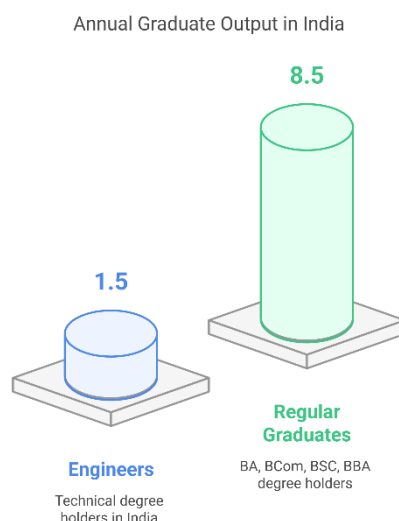
Teacher Training Landscape in India
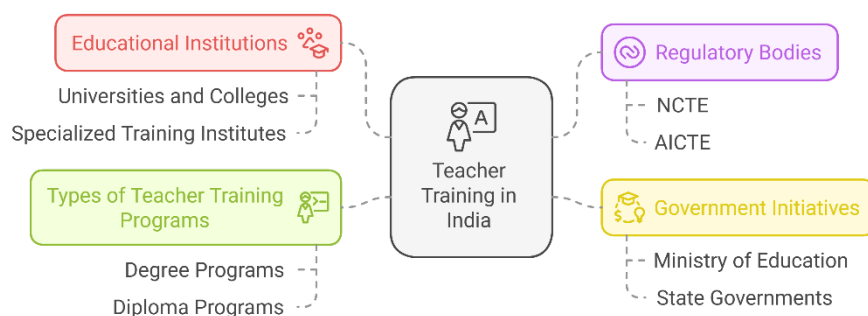
Teacher education is a program that focuses on enhancing the abilities and proficiency of teachers so they can meet the demands of their profession and rise to its challenges. One of the main goals of the Indian government is to ensure quality and excellence in teacher education.

India has the world's second-largest higher education system, with over 58,000 institutions. In 2021-22, nearly 2,400 new institutions were added. Enrollment reached 43.3 million students, up by 2 million in a year. About 79% are in undergraduate courses, 12% in postgraduate programs, and 0.5% are pursuing a PhD, with the rest in diploma courses.

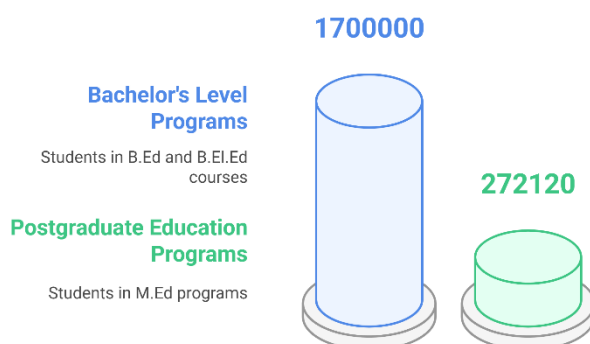Overview of India's Education System
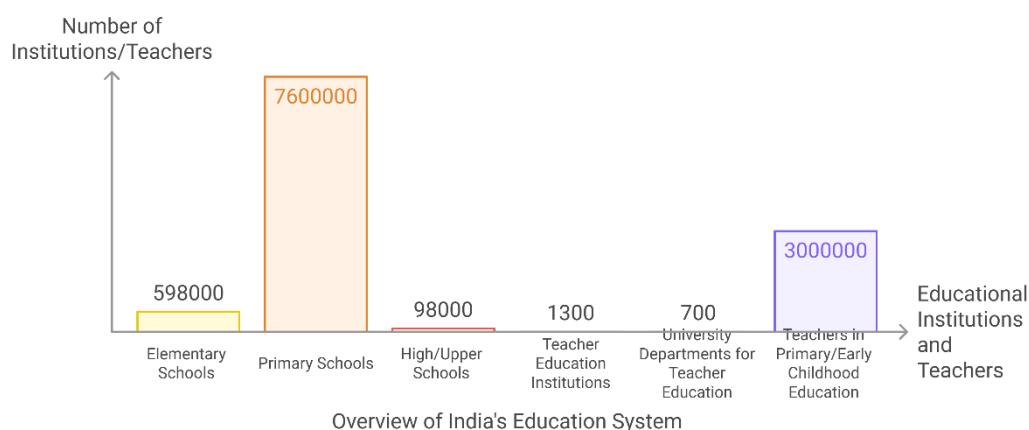
India's education system is vast, with about 5.98 lakh elementary schools, 76 lakh primary schools, and 98 thousand high schools. There are around 1,300 teacher education institutions for elementary teachers and 700 college departments for higher education teachers. Of the 4.52 million teachers in India, 3 million work in primary or early childhood education, many of whom are untrained or under-skilled.

Every year India graduates 1.5 million Engineers and 8.5 million regular graduates (BA, BCom, BSC, BBA, and other degrees). Totalling 10 million Graduates every year.

Annual Graduate Output in India

8.5

1.5

Engineers

Technical degree
holders in India

**Regular
Graduates**

BA, BCom, BSC, BBA
degree holders

According to available data, there are approximately 13,071 colleges in India that offer teaching and education courses, which can be considered as teacher training institutes across the country.

**Enrollment in Teacher Training Programs in India
(2021-22)**

1700000

**Bachelor's Level
Programs**

Students in B.Ed and B.El.Ed
courses

272120

**Postgraduate Education
Programs**

Students in M.Ed programs

According to the latest All India Survey of Higher Education (AISHE) data, around 1.7 million students were enrolled in bachelor's level teacher training programs like B. Ed and B. El. Ed in India during 2021-22, with an additional 272,120 students enrolled in postgraduate education related to teaching (like M. Ed).

Teacher training courses in India:

- Major Degree Programs: B.Ed. (Bachelor of Education) is the most common degree offered.
- Diploma Courses: Diploma in Elementary Education (D.El.Ed) is a popular diploma option for primary level teaching.
- Integrated Courses: Some institutes offer integrated programs like B. A, B. Ed or B.Sc., B.Ed.
- Specialized Training: Courses like Montessori Teacher Training, Early Childhood Education, and Special Education are also available.

National Education policy (NEP) 2020

- The National Education Policy (NEP) 2020 aims to enhance the quality and professionalism of teacher education in India by 2030.
- Teacher training will shift to multidisciplinary colleges and universities to ensure holistic education.

- A 4-year integrated B.Ed. program will be introduced to provide comprehensive training for aspiring teachers.
- Shorter B.Ed. programs of 1-2 years will be available for graduates and postgraduates entering the teaching profession.
- The curriculum will emphasize modern pedagogy, foundational literacy, inclusive education, and environmental awareness.
- Robust practicum training will be a key component to ensure hands-on teaching experience.
- Specialized local teacher programs and post-B.Ed. certifications will be introduced to cater to niche areas and leadership roles.
- The National Curriculum Framework for Teacher Education (NCFTE) 2021 will guide these reforms and be periodically updated.

Market demand and Scope

Demand for Qualified Teachers

- Of India's 1.48 million schools, 7.88% are single-teacher schools (2021-22). NEP 2020 aims for a pupil-teacher ratio below 25:1 in disadvantaged areas, improving upon the 30:1 set by the Right to Education Act.
- India has 5.98 lakh elementary, 76 lakh primary, and 98 thousand high schools, along with 1300 teacher training institutes and 700 higher education departments. Of 4.52 million teachers, 3 million works in primary/early education, many lacking proper trainings.
- In 2021-22, India had 9.5 million teachers, some reportedly less educated than their students.

Demand for Teacher Training Programmes

- A survey of 422 schools found 61.85% had teacher vacancies.
- UNESCO estimates a demand for 25.8 million teachers by 2030 to achieve universal primary education.
- Large Graduate Pool: India produces 10 million graduates annually, creating a vast talent base for teacher training.
- High Enrolment in Teacher Training: 1.7 million students enrolled in B.Ed. and B. El. Ed. programs in 2021-22, with 272,120 in postgraduate education (M.Ed. and related fields).
- Extensive Training Infrastructure: 13,071 colleges offer teaching and education courses across India.
- Diverse Training Options: Includes degree (B.Ed.), diploma (D. El. Ed.), integrated (B. A./B. Sc. B. Ed.), and specialized courses (Montessori, Early Childhood, Special Education).

Scope of Internationally Accredited Teacher Training Programmes

The demand for internationally accredited teacher training programmes in India is increasing due to the need for qualified educators and the NEP 2020's focus on quality education. 84.1% of students prioritize accreditation, and 83.6% consider rankings crucial when selecting an institution. These programmes have significant scope, addressing key challenges in India's teacher training landscape:

- Shortage of qualified trainers, requiring proper faculty development.
- Outdated curricula, lacking practical and experiential learning.
- Limited training infrastructure, especially in rural areas.
- Low accessibility to high-quality programmes in remote regions.
- Poor regulation of private training centres, leading to compromised standards.

- Lack of continuous professional development and refresher courses.
- Weak integration of modern teaching methodologies, including ICT-based learning.
- Inadequate practical training and limited internship opportunities.
- Deficient teacher selection processes, affecting competence levels.
- Limited subject matter expertise and outdated pedagogical techniques.

Internationally accredited programmes can bridge these gaps, catering to aspiring teachers, career changers, and educators seeking global credentials, especially in private and international schools, ensuring long-term demand and sustainable growth.

Competitive landscape

Key Players in the Market
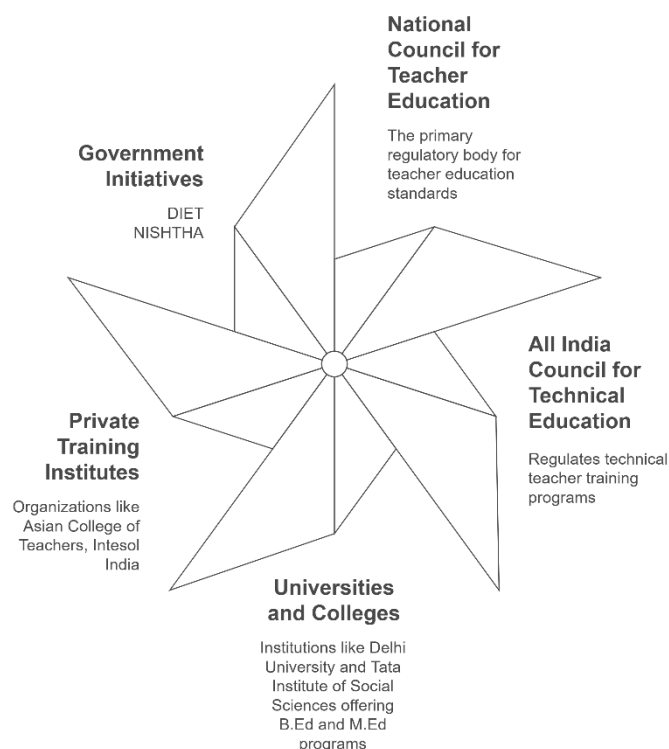
Some of the internationally recognized Teacher Training Programs in India are:

- Professional Graduate Certificate in Teaching & Learning (Suraasa)-12 months-₹352000
- International Teacher Training Diploma (London College of Teachers)-360 Hours-₹44840
- PG Diploma in International Teachers Training British learning-200 hours-₹15000
- International Diploma in Montessori Teacher Training Course (IIIT)-240 hours-₹18000
- International Teaching Diploma (Asian College of Teachers (ACT)-3 months-₹40000
- Post Graduate Diploma in Global Education (B.K. Birla College of Arts, Science & Commerce)-1 year-₹85000
- Cambridge International Diploma in Teaching and Learning (CIDTL) (Cambridge Assessment International Examination)-6 months-₹55000
- Postgraduate Certificate Education (International) (University of Nottingham)- 12 months-₹800000

Competitive Advantages

- Global Recognition: Accreditation by a British university enhances credibility and attracts aspirants seeking internationally recognized qualifications.
- Comprehensive Curriculum: A blend of theoretical knowledge, practical training, and ICT integration differentiates it from traditional programmes.
- Career Advancement: Graduates gain internationally recognized qualifications, improving their employability in both domestic and international markets.
- Flexible Learning: Offering both online and offline modes caters to working professionals and diverse geographical audiences.
- Strong Partnerships: Collaborations with international schools and universities provide placement opportunities and global exposure.

Competitive Disadvantages

- Comparatively High Cost: The ₹2,00,000 fee may limit accessibility for many aspirants, especially in rural areas.
- Established Competition: Existing players like NCTE, Amity, and edtech platforms have strong market presence and lower-priced offerings.
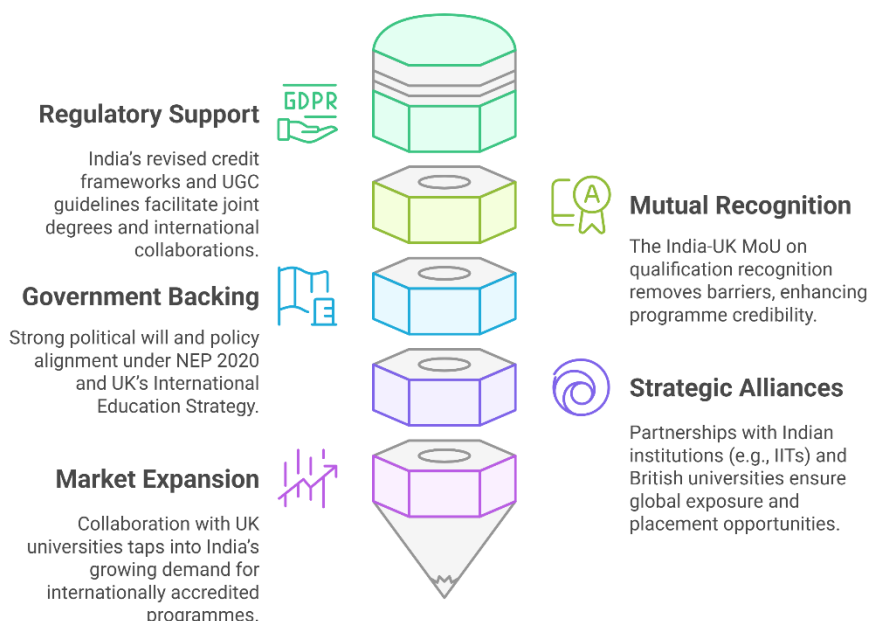- Brand Building: As a new entrant, establishing trust and recognition in a crowded market may take time.

Opportunities for Differentiation

Unique Selling Propositions (USPs)

- International Accreditation: Certification from a prestigious British university ensures global recognition and enhances career prospects.
- Comprehensive Curriculum: Combines theoretical knowledge, practical training, and ICT integration, aligned with NEP 2020 and global standards.
- Flexible Learning Options: Offers both online and offline modes to cater to working professionals and diverse geographical audiences.
- Industry-Ready Training: Includes internships and hands-on experience in international schools, ensuring job readiness.
- Strategic Partnerships: Collaborations with government bodies, private institutions, and international schools provide placement support and credibility.
- Premium Positioning: Targets aspirants seeking high-quality, globally recognized training, differentiating it from traditional programmes.
- Alumni Network: Establishes a strong alumni network for continuous professional development and global networking opportunities.
- Focus on Innovation: Emphasizes modern pedagogy, technology integration, and culturally responsive teaching methods tailored to the Indian context.

Partnerships and Collaborations between UK and India

Enhancing UK-India Educational Partnerships

Regulatory Support

India's revised credit frameworks and UGC guidelines facilitate joint degrees and international collaborations.

Mutual Recognition

The India-UK MoU on qualification recognition removes barriers, enhancing programme credibility.

Government Backing

Strong political will and policy alignment under NEP 2020 and UK's International Education Strategy.

Strategic Alliances

Partnerships with Indian institutions (e.g., IITs) and British universities ensure global exposure and placement opportunities.

Market Expansion

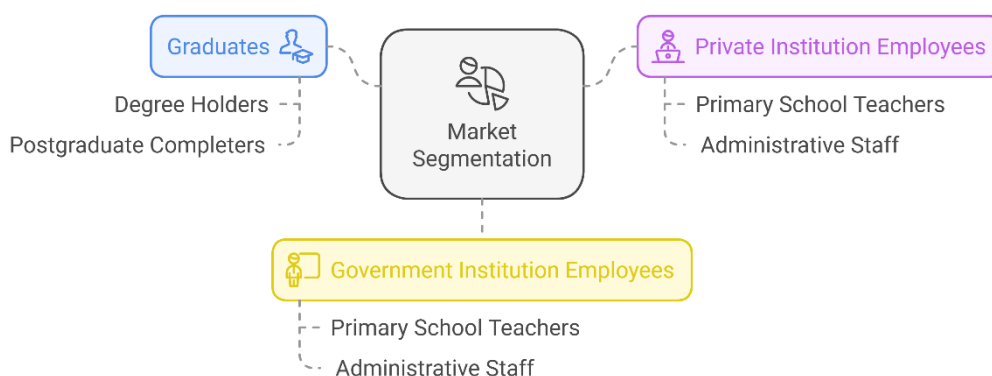Collaboration with UK universities taps into India's growing demand for internationally accredited programmes.

Key Drivers for Potential Success

- Rising Demand for Global Recognition: Increasing preference for internationally accredited teacher training due to career advancement opportunities in private and international schools.
- NEP 2020 Alignment: Strong government push for teacher quality improvement, multidisciplinary education, and ICT integration.
- Hybrid Learning Model: Combination of online and offline practicum ensures accessibility, affordability, and hands-on experience.
- Strategic Partnerships: Collaborations with British universities, international schools, and edtech firms for credibility and placement opportunities.
- Financial Viability: Competitive pricing with flexible payment options (EMIs, scholarships) makes it attractive for aspiring educators.
- Growing EdTech Market: Increasing digital adoption in education supports online learning modules and global best practices.

Segmentation, Targeting and Positioning

Teacher Training Market Segmentation

Graduates
- Degree Holders
- Postgraduate Completers

Market Segmentation

Private Institution Employees
- Primary School Teachers
- Administrative Staff

Government Institution Employees
- Primary School Teachers
- Administrative Staff

Segment 1: Graduates Seeking Career in Teaching

- Target Group: Fresh graduates aspiring to build a career in teaching, particularly in private and international schools.
- Feasibility: Strong demand exists due to increasing competition for quality teaching roles. Institutions prefer certified candidates with advanced training.
- Targeting Strategy:
  - ➢ Partner with colleges and universities to create a direct recruitment pipeline.
  - ➢ Offer premium positioning with placement assistance, ensuring career stability.
  - ➢ Implement a two-year work bond for placed candidates to ensure institutional retention.
- Positioning:
  - ➢ Marketed as a high-value, globally recognized certification for a competitive edge in teaching careers.
  - ➢ Emphasis on advanced pedagogy, international standards, and digital learning techniques.
  - ➢ Highlight career growth potential, industry demand, and salary benefits post-certification.

Segment 2: Private School Teachers

- Target Group: Teachers in privately owned primary schools seeking skill enhancement and career progression.
- Feasibility: Private institutions continuously seek differentiation, making upskilling initiatives valuable.
- Targeting Strategy:
  - ➢ Establish MOUs with private schools to enrol teachers in the program.
  - ➢ Offer bulk enrolment benefits and flexible scheduling to accommodate working professionals.
  - ➢ Position the program as a competitive advantage for institutions, enabling them to enhance their teaching standards.
- Positioning:
  - ➢ Framed as a quality enhancement program that helps institutions stand out in the education sector.
  - ➢ Focus on modern teaching methodologies, classroom management, and student engagement techniques.
  - ➢ Certificates serve as a prestige factor, improving institutional reputation and student outcomes.

Segment 3: Government School Teachers

- Target Group: Teachers in government-run primary schools, requiring skill development under national education reforms.
- Feasibility: Government initiatives push for teacher upskilling, making large-scale enrolment achievable.
- Targeting Strategy:
  - ➢ Partner with educational authorities to integrate the program into teacher development policies.
  - ➢ Enter MOUs with government bodies mandating at least 5-10 enrolments per institution.
  - ➢ Provide cost-effective learning models with possible government subsidies.
- Positioning:
  - ➢ Promoted as a teacher skill enhancement initiative aligned with government reforms like NEP 2020.

➢ Emphasis on pedagogical improvement, student-centred learning, and technology integration.
➢ Showcased as a social impact initiative, directly improving the quality of education nationwide.

Conclusion

The market research and feasibility study highlight the growing demand for internationally accredited teacher training programs in India. Despite existing challenges in teacher education, the study identifies strong market potential, driven by NEP 2020 reforms and increasing demand for globally recognized qualifications. A strategically positioned program with accreditation, a comprehensive curriculum, and strong partnerships can address current gaps and create significant value. By aligning with modern pedagogical practices and leveraging digital learning, the proposed initiative can effectively cater to aspiring educators and institutions, ensuring long-term sustainability and impact in India's evolving education landscape.

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