

E-learning courses: Dropout rate high among techies

E-learning has certainly come of age, but the course completion rate in India is relatively poor. More than 50% of IT professionals who enrol for an e-learning programme, drop out before completing it, says a study conducted by Edureka.

The online survey was conducted among 339 Indian IT professionals who were interested in online courses.

Although upskilling has become an important part of learning on-the-job and also due to the decreasing shelf life of technical skills, the low course completion rate is an area of concern.

Inability to motivate them-

selves and lack of hands-on guidance are a few reasons why learners quit.

According to Vineet Chaturvedi, co-founder, Edureka, "Low course completion rate is a critical problem that plagues the e-learning industry, but it's often forgotten in the race to acquire more customers. As the industry matures, completion rates will define the adoption of e-learning among professionals. Tech learners need constant motivation, high level of interactivity and engagement from learning platforms."

The challenge for today's e-learning platform is to offer the best of both worlds – on-

line learning's inherent convenience and ease of access with offline's real-time interaction and engagement.

According to a KPMG and Google study, India's online education market is set to grow to \$1.96 billion and around 9.6 million users by 2021, with reskilling and online certification being the largest category at \$93 million, says a release.

An earlier study by Edureka had also found that IT professionals need to up-skill 15-20 times in their career to stay relevant in the industry. There's a dire need for effective e-learning platforms that can train professionals on the job, added the release.