Article published on June 6th 2012 | Business

E-learning market in India was valued at INR 18.41 tr in 2010-11 and is expected to grow at a CAGR of 20%. Increasing internet penetration, low existing coverage and rising demand are expected to develop this market strongly in the near future. This sector has attracted large investments and is slated to lead to strong growth opportunities for the education sector.

http://www.bharatbook.com/market-research-reports/education-and-training-market-research-report/e-learning-market-in-india-2012.html

The report begins with an introduction to the education market in India and its various sub-segments. Indian education system largely consists of formal and informal sectors, with the formal sector accounting for the major share. A macro overview of the Indian education system is also included, which throws light on some of the key indicators such as literacy rate in India, demographic split in education, budget allocation for education and five year plan outlay for education.

The market overview section gives an insight into the overall education market in India along with the e-learning market, their market size and growth. It is followed by the segmentation in the e-learning market, comprising multimedia in private schools, ICT in public schools and online education, along with their respective shares. The value chain, primarily consisting of content suppliers, technology providers and end consumers, is also included. Additionally, an analysis of Porterâ€™s Five Forces provides an insight into the competitive intensity and attractiveness of the market.

An analysis of the drivers and challenges explains the factors leading to the growth of the market including low education coverage, rising demand from various segments, growing personal computers and internet penetration, increasing government participation and convenience factors. Strong opportunity exists in the market due to low coverage of education in India. This coupled with the fact that demand from other education segments are rising, will drive the e-learning market. The key challenges identified are accreditation and recognition issues, expensive mode of education and lack of awareness and acceptance. .Market Report

For more information kindly visit :

E-Learning Market in India 2012

Or

Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

Follow us on twitter: http://twitter.com/#!/Sandhya3B

https://twitter.com/#!/bharatbook

Article Source:
http://www.articleside.com/business-articles/e-learning-market-in-india-2012.htm - Article Side

Bharatbook - About Author:
Bharat Book Bureau, the leading market research information aggregator provides market research reports, company profiles, country reports, newsletters, and online databases for the past twenty four years to corporate, consulting firms, academic institutions, government departments, agencies etc., globally, including India. Our market research reports help global companies to know different market before starting up business / expanding in different countries across the world.

Article Keywords:
India, E-Learning, Management, Demand Forecast, Market, Market Research Reports

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!