Major Project Report On

FINDING OPPORTUNITIES TO ENTER IN ONLINE EDUCATION MARKET IN INDIA

Submitted to Delhi Technological University
In Partial Fulfillment of the requirement for
Award of Degree Masters in Business
Administration (Executive)

Submitted By: Tarun Kumar
2K17-19/EMBA/47

Under the Guidance of:

Dr. R.S Rao

Professor, Delhi School of Management
Delhi Technological University, Bawana Road
Delhi-110642

CERTIFICATE

This is to certify that the dissertation report titled **"Finding Opportunities to Enter online Education Market in India"** is a bonafide work carried out by **Mr. Tarun Kumar** of **EMBA 2017-19** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide **Signature of Head (DSM)**

Seal of Head

Place:

Date:

DECLARATION

I, Tarun Kumar, Student of EMBA 2017-19 Batch of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that the Project titled "FINDING OPPORTUNITIES TO ENTER IN ONLINE EDUCATION MARKET IN INDIA" submitted by me in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration is an original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. The report is not being submitted to any other University for the award of any other Degree, Diploma and/or Fellowship

Tarun Kumar

Place:

Date:

ACKNOWLEDGEMENT

l Tarun Kumar, wish to extend my gratitude to Dr R.S Rao, Assistant Professor , Delhi School of Management (DSM), Delhi Technological University; for giving me all the guidance and valuable insights to take up this Semester Project.

I also take this opportunity to convey sincere thanks to all the faculty members for directing and advising during the course.

Sincerely,

Tarun Kumar

Place:

TABLE OF CONTENTS

Sr. No.	Content	Page No.
1	Certificate	2
2	Declaration	3
3	Acknowledgement	4
1.		
1.1	Introduction	2
1.2	Industry Profile	2
1.3	Online Education is future	4
1.3.1	Industry Profile	4
1.3.2	Overview	4
1.3.3	Indian Education overview	5
1.3.4	Indian Online education market	5
1.3.5	FDI in Online Education Industry	12
1.3.6	Future and forecast in Online Education Industry	12
1.4	SWOT Analysis of Indian Online Education market	13
1.4.1	Objective of study	15
1.4.2	Services Provided	15
1.4.3	Management	16
1.5	Clients	16
	Objective of the Study	17
2		
2.1	Literature Review	18
2.2	Literature Review	19
2.2.1	Primary and Secondary Research	22
3	Secondary Research for market entry in Online education market in India	23
3.1	Research Methodology	24
3.1.1	Research Methodology	25
3.1.2	Market Size	25
3.1.3	Future of Market	25
3.2	Services Provided by the online education market	25
3.3	Requirements for providing Online Education related services	27
3.4	Drivers of Online Education Market	28
3.5	Advantages of Online Education Market	33
	Disadvantages of Online Education Market	35

4	Analysis, Discussion and Recommendations	39
4.1	Porter Analysis of Online Education Industry	40
4.2	Recommendation to Enter in Online Education Market in India	42
4.2.1	Good Market to Invest	42
4.2.2	Amount to be Invest	42
4.2.3	Government benefit for companies	42
4.2.4	FDI and Tax Rules in Education Market	42
5	Conclusion	43
6	References	45

LIST OF FIGURES

Sr. No.	Content	Page No.
1.1	Study of development of different categories	3
1.2	Regulatory Framework of Higher Education in India	5
1.3	Number of college students in India	6
1.4	Categories wise Market Size in India (2016)	7
1.5	Category wise Market Size Forecasting	13