

PUBLIC E-LEARNING PORTAL

1. INTRODUCTION

According to assessments of the phenomena of e-learning, an environment is built around students for the idea of "learning anytime, anywhere" in the realm of virtualization. First and foremost, this work aims to describe the current state of cloud-based e-learning services that allow teachers to design, publish, and sell their educational courses online. As a result, a reference to the e-learning portals previously discussed is incorporated into the design of a new educational portal project. The Public E-Learning Portal for Uttarakhand is a cornerstone in the state's educational transformation. It guarantees that people from all walks of life and from facing geographical constraints have the resources necessary to thrive in a world that is becoming more digital and knowledge-based by providing readily available, adaptable, and excellent learning options. This program is essential for lowering educational disparities, encouraging lifelong learning, and eventually advancing the social and economic development of the state.

2. SERVICE & ITS APPLICATION

The world we live in is becoming more interconnected than ever before and changing more quickly every day. We must constantly acquire and expand our knowledge and abilities to thrive in this setting. Never before has a practical attitude of lifelong learning been as necessary for so many people - from an economic point of view, as well as simply for understanding and finding common sense in a complex world. Unlike in the past, formal education is no longer a guarantee of a well-paying job, and it can hardly keep up with the complexity and pace of the modern workforce.

The need for non-university education will likely continue to rise. At the same time, compared to just ten years ago, the technologies are now much more affordable, accessible, and affordable for a larger audience. Integrating these technologies with the educational process opens up new opportunities in the modern world. It already offers opportunities to receive high-quality education in various formats from locations that are geographically and temporally apart. Furthermore, education can be significantly modified to meet the needs of each learner.

One excellent illustration is the current trend of massively open online courses. The top colleges in the world offer their courses online, and anyone can apply for them for free. A diverse range of pupils can now utilize the latest educational technologies, and teachers from all over the world, including those in non-academic settings, can also access cutting-edge instructional resources. Anyone can now share their knowledge with a large online audience if they have a good computer, a fast internet connection, and competence in a certain topic. The Internet offers a significant price reduction, payment ease, and security, making it an intriguing distribution channel for companies in the public education sector.

3. DESIRED QUALIFICATION FOR PROMOTER

Promoters of this service may have advanced degrees in web development design and backend coding in PHP, JAVA,.NET, or another language. Furthermore, a background in sales and marketing can be a value-added advantage because it reduces the cost of developing projects, makes implementation easier, and takes less time to build with higher quality.

4. BUSINESS OUTLOOK AND TRENDS

The business outlook of Public E-Learning Portal in Uttarakhand is highly promising, driven by growing demand for accessible, flexible education and skill development opportunities. With increasing internet penetration, government support through initiatives like Digital India and Skill India, and the rising adoption of mobile learning, the platform is poised for significant growth. Key trends such as the shift towards online and vocational education, mobile-first learning, and the integration of AI-driven personalization present opportunities for enhancing user engagement and expanding reach, particularly in remote areas. The portal's ability to provide localized content and skill-based certifications further aligns with the state's workforce development needs, positioning it as a crucial tool for both educational and economic advancement in Uttarakhand. E-learning is further expanded to m-learning. M-learning stands for "learning methods and materials that involve the use of mobile phones or handheld computers". There is a great chance that the traditional "sitting in front of the computer" e-learning model will give way to education on the go and learning from small mobile devices, especially given the explosive growth of smartphones (In 2021, there were almost 15 billion mobile devices worldwide, and the number is expected to reach 18.22 billion by 2025. In October 2024, there were 5.75 billion unique mobile users and more than 7 billion smartphones in use.)

5. MARKET POTENTIAL AND MARKETING ISSUES, IF ANY

Considering the market outlook of independent teachers and their cloud-based publishing and online education marketing choices, the **E-Learning Portal in Uttarakhand** is significant, given the state's growing demand for digital education and skill development, particularly in rural and remote areas. However, a few additional currently extremely popular online educational services must also be included for the aim of orientation in the education industry.

The E-Learning **Portal** has the potential to reach a broad user base, including students, working professionals, and those looking to upskill for local industries like tourism, healthcare, and renewable energy, thanks to government programs boosting digital literacy and vocational training and growing internet access. Overcoming digital literacy challenges, particularly in rural areas, and guaranteeing effective user engagement across a range of age groups and educational backgrounds are crucial marketing concerns. Its broad acceptance will also depend on increasing awareness of the platform's features and fostering trust among users who are not familiar with online education. Targeted advertising, local language content, and strategic alliances can all aid in overcoming these obstacles and maximizing the platform's commercial potential.

6. RAW MATERIAL REQUIREMENTS

1. The Computers with the latest OS and Network Infrastructure
2. Advanced Software such as Photoshop, Illustrator, Adobe Dreamweaver, Adobe XD, Sketch, Figma, Webflow, and more according to the requirement.
3. Cloud service provider like Amazon AWS services subscription

6. SERVICE OUTLINE

The Public E-learning portal provides a large platform for professional skill developers and experienced professors. To sell a course on such an online portal, one needs to follow such guidelines and steps as follows:

The layout of the course:

Every course is divided into sections. Each section consists of Lessons and Quizzes. Each lesson contains one form of study material - video, audio, presentation, document, text, or a mash-up (a combination of video and presentation with possible time synchronization).

Videos Tutorials:

Videos of various formats up to 1GiB can be uploaded. The portal also enables the importation of videos from video hosting services such as YouTube and Vimeo.

Documentation:

Documents Presentations up to 1GiB can be uploaded, and only the .pdf format is supported. The Portal should also provide the possibility to import presentations from the slide hosting service Slide Share.

Tests and Examinations:

The portal should support only simple exercises in addition to the (preferably video) content lessons.

Certification & Recognition:

Upon successful completion of a course or skill development program, learners receive a digital certificate that is verified and recognized, and certifications may include official recognition from industry partners or government bodies for vocational or government-sponsored courses.

Payment & Subscription Management:

- **Payment Gateway:**

For paid courses, users can make payments through a secure payment gateway. Multiple payment methods, including UPI, credit/debit cards, wallets, and government payment systems, ensure wide accessibility.

- **Subscription Plans:**

The platform may offer subscription-based models for premium content or courses. Users can choose between monthly, quarterly, or annual subscriptions.

In order to make a profit on the E-learning portal, a teacher has to apply for a premium account. This procedure is free of charge, but the teacher is obliged to provide additional personal information and PayPal account information and agree to the portal Paid Course Terms & Conditions. PayPal is currently also the only option for receiving revenue.

7. MANPOWER REQUIREMENT

Manpower (Direct)					
Sr. No	Particulars	No.	No of month in year	Wages/Salarie s per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	WX/UI Designers	2	12	16000	3.84
2	Tech-Support	1	12	0.25	3
3	Sales and Marketing Official	1	12	0.2	2.4
4	Admin Manager	1	12	0.15	1.8
	Total				11.04

8. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Preparation of Project Reports	0.5
2	Essential Registration	1
3	Site Selection	0.5
4	Arrangement of Finance	1
5	Machinery and Equipment purchase	0.5
6	Recruitment of required manpower	1
7	Trial Operation	1
8	Commercial Operation	1
9	Total time required (some activities shall run concurrently)	6.5

9. COST OF PROJECT

Project Cost		
Sr. No	Particulars	Annual Expenses (Rs. in lakhs)

1	Land	-
2	Building (Rented)	0.36
3	Plant & Machinery	0.00
4	Equipment and Furniture Exp.	0.10
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.65
7	Working Capital	3.21
	Total Project Cost	4.34

10. MEANS OF FINANCE

Bank-term loans are assumed @ 60 %

Means of Finance		
Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	1.74
2	Bank Finance	2.60
	Total	4.34

11. LIST OF MACHINERY & EQUIPMENT REQUIRED

A. Machinery

Machinery				
Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Computers with all necessary hardware and installed Windows	4	0.30	1.20
2	Network Installation	1	0.10	0.10
	Total Rs.			1.0

B. Furniture & Equipment

Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Work Table	4	0.01	0.04

2	Chair	5	0.01	0.03
3	Fixture (Light, Fan, Cabinets etc.)	-	0.00	0.02
4	Others			0.02
	Total Rs.			0.10

All the machines and equipments are available from local manufacturers. The entrepreneur needs to ensure proper selection of software and proper type of machines and tooling to create modern and flexible outcome. It may be worthwhile to look at reconditioned imported machines and tooling. Some of the machinery and tooling suppliers are listed here below:

1. Arihant Computers

582 Tyagi Market,
Dehradun City,
Dehradun – 248001

2. Jack Infotech

Shop No.9 Lower Ground Floor,
Capri Trade Centre, Chakrata Road,
Dehradun - 248001 (Near Lic Building)

3. Computer Mirror

Eidgah Road, Ramnagar,
Corbett - 244715 (Near Welfare School)

4. Neo Infotech Solutions

F-27, Transport Nagar, Dehradun Kty,
Dehradun - 248001 (Near Tata Motors)

5. The Timber Street

176/127 Chakrata Road Nimbus Tower,
Bindal Bridge, Tiraha,
Dehradun, Uttarakhand 248001

Besides these, online platforms such as India Mart, Trade Mart, etc. can also be explored for ordering online.

12. SALES REALISATION

Sr. No	Product	Sales in Percentage	INR
1	Short-Term Course with Certification	90.0%	1080000
2	Certificate Course with premium instructor	90.0%	972000
	Total		2052000

13. PROFITABILITY CALCULATIONS

The basis of profitability calculation:

Profitability Projection:		
Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	20.52
B.	Cost of production	
i)	Raw materials	0.00
ii)	Utilities	0.08
iii)	Manpower Cost (Salaries/wages)	11.04
iv)	Administrative expenses	0.05
v)	Packaging Cost	0.00
vi)	Material Lost Cost	0.00
vii)	Selling & distribution expenses	0.66
viii)	Repairs & maintenance	0.10
ix)	Rent	0.15
x)	Interest	0.23
xi)	Misc. expenses	0.00
	Total (B)	12.31
	Gross profit/loss (A – B)	8.21
	Less: Depreciation	0.15
C.	PBIT	8.07
D	Income-tax	-
E	Net profit/loss	8.07
F.	Repayment (Annual)	0.20
G	Retained surplus (E-F)	7.87

14. BREAK-EVEN ANALYSIS

(Rs. in lakhs)

Fixed cost	Rs. in lakhs
Land & Building Rent	0.15
Depreciation	0.15
Interest	0.23
Manpower	3.31
Total Fixed cost	3.84
Variable cost	
Raw materials	0.00
Utilities	0.08
ManPower	7.73

Administrative expenses	0.05
Selling & distribution expenses	0.66
Total Variable cost	8.52
Contribution margin	20%
Break-Even Point in Value	19.18

15. STATUTORY/GOVERNMENT APPROVALS

Setting The Bureau of Indian Standards (BIS) operates the Compulsory Registration Scheme (CRS) for Electronics and Information Technology Goods in accordance with Chapter IVA of THE BUREAU OF INDIAN STANDARDS RULES, 1987, for the product categories approved by MeitY.

Visit the official government website (Bureau of Indian Standards) for product notices at <http://crsbis.in/BIS/>. Entrepreneurs may contact the State Pollution Control Board when relevant.

16. TRAINING CENTERS AND COURSES

There are few specialized Institutes that provide certificate and diploma certification in web development design and backend coding. The most famous and authenticate Institutions are as follows:

- **National Institute of Electronics & Information Technology, Haridwar**
2nd Floor, Government Polytechnic Building,
Plot No- 6C, Sector -11, Near Pentagon Mall,
SIDCUL, Haridwar, Uttarakhand- 249403
- **Indian Institute of Computer Technology**
Opp DAV Centenary Public School,
Nangal Road, Una,
Himachal Pradesh 174303
- **National Skill Training Institute, Haldwani**
Tedhi Pulia, Nainital Road,
P.O. Kathgodam, Haldwani
Nainital, Uttarakhand- 263126
- **Minerva Institute Of Management Technology**
Manduwala Road, Sudhowala
Dehradun – 248015

Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship. Entrepreneurship program helps to run business successfully is also available from Institutes like Entrepreneurship Development Institute of India (EDII) and its affiliates all over India.

Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.