

## Interaction with Sameer Bora, Next Education India Pvt.Ltd, Hyderabad

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Next Education, a K-12 focused technology based education solution provider, has created innovative products that make teaching - easy, engaging and effective. Its leading products such as TeachNext, LearnNext, MathsLab, ScienceLab and English Lab are used in over 6000+ schools across country transforming the lives of more than 6 million students. Next Education products are mapped to cover CBSE, ICSE and 23 state boards in 8 major Indian languages. Sameer Bora, EVP - Research and Development, Next Education; shares about different products and features of NE, importance of eLearning in India, technology complementing education and more. Sameer has over 14 years of experience spanning education, product management, software technology & services, internet and advertising, e-commerce, and customer intelligence. He worked with Infosys and Google prior to Next. Sameer is a B.Tech. from IIT Bombay and MBA from ISB, Hyderabad.

1. Brief introduction / History about the genesis of Next Education.

Next Education was established in 2007 by IIT alumni, a group of young, talented and ambitious individuals, whose expertise shines through every aspect of the business. The founders boast of years of experience in diverse fields ranging from education to technology to online services. It has created classroom-friendly and learner-centric products that are transforming the lives of students across India in various cities. There are more than 5 million students studying in 6000+ partner schools. Next Education is a fast-growing, technology-driven company revolutionising the education system in India. Using the latest technology, we create ground-breaking products for the education sector that make learning and teaching easier, more fun, and more effective.

2. Tell us about how NE is different from other players / USP of the company.

Next Education's strength lies in its Research and Development that is conducted in-house. Features such as CCE compliance, technical advance 2D/3D animation, Linux-based OS to lower overall cost of ownership and the remote operable system are some of the key strengths of this product. Next Education has unique researched technological advancements; for example, life-like 2D and 3D graphics, voice-overs, highly interactive content of international standards, clear sound and innovative course design which are easily accessible via an inbuilt IR remote. Our products are designed to cater to both the key stakeholders in the classroom - the teacher and the

student. The teacher becomes a facilitator for the student's journey in exploring each new concept. And during the journey, the student is encouraged to collaborate with other students and together build new cognitive models of the concept being taught. Education is our passion and our area of expertise. Through the years our teams have thoroughly enjoyed the challenge of catering to schools across a wide range of socio-cultural spectrum.

3. What are the different products of Next Education?

Tell us briefly about their specific features. All our products have been designed based on the "NEXT" learning model, a proprietary model designed by our team of eminent educators for the 21st century learners. The "NEXT" learning architecture is an experiential education model designed as a blend of our extensive research within the Indian market segment and contemporary international learning design principles.

**TeachNext** - TeachNext is an eLearning solution that combines the best of the hardware, software, content and service that delivers new-age technology and traditional classroom teaching. TeachNext offers advanced interactive tools and virtual activities to ensure that the teacher is able to explain and illustrate concepts using life-like animations and engrossing voice-overs.

**LearnNext** - This breakthrough educational concept from Next Education has made it easier for students to understand complex topics, problems and theorems by creating a learning system that is interactive, intelligent, independent, and focused on self-learning.

**NextLabs** - NextLab is an innovative approach for schools to enable their students to learn and reinforce concepts in English, Maths and Science in the school. NextLab offers complete, comprehensive and pedagogically appropriate learning that helps a school to give a learning environment for their students.

**NextERP** - NextERP is a school administration system that helps schools to automate various critical operations like admissions, fee management, parent-teacher-student communication, managing student records, examination and results management.

4. Tell us about your Product development philosophy.

We have 10,000 learning modules that account for more than 1,000 hours of classroom teaching at school and junior college levels to our credit. Each of our modules created by our in-house content development team has been designed using contemporary learning design principles and has undergone rigorous testing on and off the field. We also have products that particularly learner-centric and those that make teaching easier and more effective for the teachers.

5. What is the Importance of eLearning in India?

The role of teachers today is changing from simply distributing knowledge, to heeding the comprehensive feedback and high-quality assessment of the students. Rather than being teachers literally, they are becoming schools in themselves, imparting both knowledge, skills and attributes to one and all. In this way, they produce an entire batch of skilled and intelligent students in every class that they head to. Of all the facts, one is absolutely

true, "No Technology Can Replace Teachers". However, it is also the responsibility of the teachers to a great extent to incorporate modern education technologies like online assignment and video lecture in the classrooms to help make the study material engaging, interactive and refreshing. Apart from getting involved in studying through such innovative measures, students will understand the relevance and importance of the entire content, thereby showing more interest in studies and learning. The advantage of digital learning is also that it helps both introverted and extroverted students voice their views in the classroom. With the help of web tools like message boards, forums and online lectures, students who are shy and hesitant can be empowered by the teachers in classrooms.

6. How is technology complementing education?

Today, due to hi-tech network and multimedia, the education sector has emerged as a fast developing field. Another prominent result of the use of technology in education is that there is an extensive change in the teaching and learning methods, styles, and content across many schools in India. Today, students use a unique form of technology called cloud technology wherein they can easily submit and review their assignment regularly. When a school includes such facilities in a digital learning environment, the classroom becomes much more comfortable and welcoming to students. With computers and digital elements in classrooms, students feel find studying more enjoyable. The aim of a teacher however should be to create such an atmosphere which makes every student want to study. Moreover, considering that the young students today are usually surrounded by computers, iPads and mobiles, bringing the same technology into the classrooms makes them feel easy and acquainted.

7. Tell us about eLearning in rural India. How easy or difficult is it to implement technology-based learning in villages and semi-rural areas?

Unlike other enterprises that cater only to the rich private schools in urban areas, we provide technology-based quality education in rural areas, too. Our technology is very user-friendly, and even teachers in villages who are not very tech-savvy, find it easy to use our products by using just a remote. We have 400-500 support staff across the country to provide any kind of technical help. We ensure that tech-related problems are sorted out by our team within 48 hours.

**Source:**

<http://education.oneindia.in/news/2013/10/22/interaction-with-sameer-bora-next-education-india-pvt-ltd-hyderabad-007130.html>