

An Education Company that helps institutions in the Middle East, Asia, & Africa get an extra edge!

Contramind (www.contramind.com) works with Universities, Colleges and Institutions around the world. Through them, it reaches over 100,000 students to offer them major advantages in International Certifications, Additional Diplomas, & Edtech Products



Bengaluru, Karnataka Sep 26, 2022 (Issuewire.com) - The world has become extremely connected after COVID. According to the International Telecommunications Union, 71% of the people in the world use the internet, and usage is increasing. That is 5 billion of the 7 billion people in the world. Covid did promote localisation, but the best jobs for people in developing countries are with multinationals or companies that work outside their local markets in areas like software, technology, healthcare, education, exports, and services. In fact, barring a few countries like China, most countries in the world are moving towards services. In large countries like India, services account for over 50% of the GDP. In developed nations, services account for over 70% of GDP.

Changing Education

Education, thus, has to reflect the changes in the interconnected world. And it has to be nimble. Unfortunately, when education is run by any statutory authority in the world, it caters to hundreds of thousands of students and, in large countries, to millions of students, so the flexibility needed by an interconnected world is missing. This has led to a gap between what education offers and what the market needs. This is why there has been an automatic movement to additional learning, mostly in the e-learning space. The statistics say it all. Online learning is expected to grow by 8x in the next few years from the current 1 billion users. The USA has, by 2022, growing by a factor of 4. But India has grown by a factor of 27! While a lot of this is due to the effects of COVID, it still proves that the Internet offers an extra dimension that no one can ignore.

Offline education is not going away anytime soon. It will continue as long as people are comfortable with offline classes due to the social contact angle. But Professor Scott Galloway's contention that 90% of colleges will no longer exist in the next decade cannot be ignored. The growth of online means that there is a threat, though whether it is an existential threat or a threat that will shrink offline education is something that has to be seen. One thing is sure. There is a threat to education, and some sort of game plan for institutions is required to ensure that they are not in the danger zone.

Students' Jobs and Differentiators

A lot of it comes down to the students. Students today look at education as an ROI (Return on Investment). The best institutions look at higher fees as they get good placements and salaries. However, as the world gets more and more connected, this is changing. In the USA, 42% of students estimated that they were not job-ready. According to a recent NASSCOM study, only 25% of the 3 million people who want to work in the IT industry in India are employable. An AICTE study from India's statutory authority found that 54% of graduates are not employable. But an older Harvard survey found that it could be as much as 90% in some sectors.

This makes the 30,000 educational institutions in India and the rest of the world vulnerable to the prognosis of Scott Galloway of becoming redundant in a decade.

The requirements of educational institutions

So what can an educational institution do? It has to work within its statutory parameters. This is where Contramind has offered institutions and students options from the UK, Canada, Europe, and the USA to make their students job-ready and differentiators for the job market. According to Dr. Joseph Rasquinha, a mentor at Contramind, "The future for institutions is to add symmetry to their present courses by offering an additional international qualification with marginal effort for students."

Students, on the other hand, cannot simply add more burdens to their studies because they all have full workloads. Contramind, with its Canadian and UK partners, has offered SQA (Scottish Qualifications Authority), the Govt. of Scotland courses which accredit the present syllabus in different subjects. This way, the student with a few online classes gets an additional Scottish Diploma recognised worldwide. Job readiness is a tough call for any subject. One way is international internships, where a student learns in an actual international setting, which Contramind offers through its Canadian partners and which have great benefits if the student performs well enough to impress the company, which may even absorb him.

However, international internships are expensive, and another option is to move to Canada for co-op courses. These are courses that have 10 months of study and 10 months of mandatory work experience in the industry. The student learns and earns, and their job readiness is extremely high. The UK does not have co-op courses, but they are looking at something similar through apprenticeships or longer internships, which could also offer great career options.

Unfortunately, a major gap in job readiness is English. Most students who study in the English medium assume that their levels of English are good. But when it comes to actual job readiness and communication, most falter or face difficulties on the job. Here, Contramind offers English from English and Scottish companies which have online animation and gamification modules that allow a person to study faster and more effectively. They also give British certifications like City & Guilds.

Today, the UK, Canadian, European, and US markets offer great educational collaborations for the Asian and Middle Eastern markets to ensure a differentiator for students. There has been a distraction in terms of edtech companies getting a disproportionate level of publicity. However, educational institutions and students can do well if they follow a good strategic path, and it is Contraminds' endeavour to work with them to do that.

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