



**THE INSTITUTE OF  
Company Secretaries of India**  
IN PURSUIT OF PROFESSIONAL EXCELLENCE  
Statutory body under an Act of Parliament

### **Foundation programmes / Executive programmes**

Products / Services: EduVarsity™ - Admission to Certification with Outsourced Technical, Administration & Academic Support

#### **Challenge :**

- To provide high quality education at an affordable cost to the students of ICSI spread all across India
- Provide quality education in places with low bandwidth internet connection
- Engaging quality faculty and introducing them to the new way of teaching Benefits
- All students are offered classroom like learning through Video Based training (VBT™) / Audio Based training (ABT™) with added benefits of interactivity, assessment and tracking
- Students are able to learn from the best faculties
- WBT lessons have provided additional benefit of access to quality eLearning content
- Created ready-to-access pool of ICSI approved Faculty Members who are spread all across India
- Robust and scalable technology platform
- Excellent support system

ICSI is a statutory body constituted under the Company Secretaries Act 1980 (Act No. 56 of 1980) to develop and regulate the profession of Company Secretaries in India. The Institute conducts examination by registering students and imparting coaching through distance education as well as optional oral classes for the Company Secretaryship course. ICSI eLearning Portal (<http://elearning.icsi.edu/>) is a joint initiative taken by the Institute of Company Secretaries of India (ICSI) and GurukulOnline Learning Solutions (GOLS) to provide additional source of learning (at a nominal fee) through Internet.

GurukulOnline Learning Solutions (GOLS) is offering exciting ways of online learning, i.e., Web Based Training (WBT), Video Based Training (VBT™) / Audio Based Training (ABT™) and Live Virtual Classroom (LVC), guest lectures, discussion board/chat and additional resources.

## **Solution:**

The faculty challenge was overcome by training them and giving assistance during each and every phase of the project.

The idea of offering Audio Based Training (ABT™) emerged because of the challenge faced in terms of providing rich experience to students having low bandwidth. ABT™ offers similar experience as VBTTM minus the video, but with the added advantage of additional graphic/animation besides same interactivity as VBT over narrow bandwidth connections like Dial up, Cable up and Wi-Fi connections. Introducing rigour in the eLearning medium (akin to what is being done in the best engineering / management schools) – This is a future requirement (but we are ready!) as ICSI is mulling over making eLearning mandatory for students.

The high point of project is the in-built feature in the system to generate Coaching Completion Certificate (CCC) which is a mandatory requirement of the Institute. The system is not only capable of tracking which students have attended Virtual Classes (VBT™ and ABT™ in this case) but also ensuring that the students who score the prescribed passing percentage only get the CCC. Thus, it not only introduces rigour in the study, but also substantially improves the quality of students appearing for final exams and thus improving results in the final exams.

## **Result**

- The portal provides learning from the best of faculties which is otherwise not feasible in the classroom. This was done by recording lectures of expert faculties and presenting them in an interesting and interactive manner by the way of Video Based Training (VBT)™ and Audio Based Training(ABT)™\*.
- It also provides Live experience with the expert faculties through Live Virtual Classroom (LVC) and Live chat.
- It provides multimedia rich interactive lessons through Web Based Training.
- It provides academic support by Discussion Board and Live Virtual Classroom.
- It provides administrative support on 16X7 throughout the year.

## **Highlights**

- Over 1,000 students enrolled for the eLearning programme in 18 months of operations
- Received overwhelming response from students located all across India and tier II / III towns viz. Uttarakhand, AP, Vizag, Lucknow, Chhattisgarh, Jaipur, Jalgaon, Kerala, Nashik, Trivednrum, Kurukshetra, Kapurthala etc.

## **Students' Feedback**

- It makes me feel as though I am in a classroom and different teachers are walking in one after another for their lessons. Its benefit is that the recorded lectures (VBT) can be viewed again and again, providing better and full understanding.
- The online course is very effective as I am able to understand the topics very easily and quickly.
- I am very impressed with the schematic representation which I am not able to find on other sites / materials available.
- It is very useful for students like us who are staying in small towns and who have difficulty in getting access to the oral tuition centre facility.
- The assessment given in the online study material after every chapter is very helpful.
- The assessments help me in evaluating my preparation for every topic.