

## E-Tutoring: Through The Indian Route

*"India has a pool of very talented and passionate teachers, especially in subjects like math and science. As these subjects are culture-free, it is comparatively less problematic for Indian teachers to teach these subjects," said a top level executive at the National Association of Software and Service Companies (NASSCOM).*

(1888PressRelease) July 10, 2007 - Thrice a week, 15-year-old Princeton sits in front of his computer in his home at California, USA. He puts on his headset and is prepared for another of an hour-long session for maths help that his math tutor provides him with. So what's the big deal there, you would ask? What's different is that Princeton's tutor is a bit far away, not even in the same continent! He is about 7000 miles away burning the

midnight oil in New Delhi, India.

For young Princeton, a freshman at the city High School, the eccentricity of having a tutor several time zones away paled long ago. "It doesn't matter at all." he said "as long as it is giving me results its fine. And this service is more than I expect, I get good grades and my parents save a lot of money." E-tutoring or online tutoring, whatever you may call it, is another example of how modern communications combined with an abundant, educated yet low wage Asians, are broadening the boundaries of the phenomenon called outsourcing. They started off with taking your technical calls and sewing your clothes but now they are making way

into life of your kids too! But nobody is complaining this time around, why? Because this online tutoring model has led to a tremendous improvement in the quality starved American educational system. To top it all, the costs have reduced to the sea bottom.

Many tutors from the online tutoring companies based in India help U.S. students in math, science or English for somewhere around \$15 to \$20 an hour, which is a fraction of the \$40 to \$100 a private tutor or an online tutor in America costs.

"India has a pool of very talented and passionate teachers, especially in subjects like math and science. As these subjects are culture-free, it is comparatively less problematic for Indian

teachers to teach these subjects," said a top level executive at the National Association of Software and Service Companies (NASSCOM).

Princeton's father, Mr. John Connery, learned about the e-tutoring program through a family friend who is himself a part of this online tutoring industry. "He is based in New Delhi, India and told us how the program is already helping thousands of American teenagers to increase their grades with the added advantage of reduced costs." Further, Mr. Connery added "When Princeton started improving his grades his math teacher was very happy and enquired about what kind of help we had arranged for him. We told the math teacher about the online tutoring from India,

and she was very impressed too.”

Indian companies who are into this online tutoring outsourcing business have benefited from the budding U.S. government backed online tutoring industry. The growth stems to a large extent from the No Child Left Behind law, which requires each school to evaluate kids in subjects like math from third to eighth grades and provide them extra help in terms of tuitions.

The model is unique and offer advantages like quality education, flexibility of timings, tremendously low costs etc. These have led to its rising and the growth is bound to be continuous.

Happy tutoring India!