

The offshore training sector collectively employs around 5,000 people in India

Vinnie Bhadra Tuesday, January 11, 2011

Sandeep Dhawan, general manager, Koeing Solutions gives an overview of the education tourism sector



1) What role can the education tourism sector play towards the growth of the Indian market?

‘Education tourism’ also known as ‘offshore training’ is a relatively new concept developed to utilise the Indian IT manpower to deliver cost-effective and quality IT training and certification solutions to the worldwide market. Offshore training brings a paradigm shift in cost of instructor-led training. It is an extension of the already successful offshore models such as software development, call centers, BPOs and the nascent health tourism industry. IT training and certification is US\$ 24 billion industry and it is time India acquired a significant slice of this growing business by utilising innovative practices. In the ‘maturity stage’ of offshore training, India will become the global hub for IT training and this will give India the unbeatable competitive advantage of accumulating talent, infrastructure and customers for IT training leading to a virtuous cycle. Offshore training is a huge business opportunity for India and will eventually become a multi-billion dollar industry.

2) What are the various job prospects available in this sector?

We estimate that offshore training collectively employs around 5,000 people in India at present and the number is growing at more than 50 per cent per year. This concept attracts the best IT trainers in the industry. Traditionally, IT training has not been considered a long-term and lucrative career option; however, with the emergence of offshore training, this perception is changing.

3) What are the different job profiles that an individual can pursue in this field?

The job profiles available for aspirants are: a) IT Trainers and administrators, b) corporate communication executives, c) career counselors and d) hospitality executives and managers.

4) How do you foresee the growth of this industry in the near future?

Offshore training is expected to cross US\$ 1 billion in revenue within this decade. In order to achieve this target, more players need to enter the market. There are already quite a few other players at various stages of maturity, but there is scope for many more. There is also a need for a NASSCOM like body to develop the industry to evangelise the concept outside India.