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Bite-Sized Online Courses from Jain Institutions



The Jain Group of Institutions has tied up with Silicon Valley-based startup Edcast to leverage on the growing phenomenon of massive open online classes or MOOCs. Chenraj Roychand, chairman of The Jain Group of Institutions, said about six professors will provide bite-sized classes, meaning classes that don't last more than 10 minutes. Some of the lessons will be free while others will be paid. "All interested, not just 60,000

students of Jain University will be able to access these courses," said Roychand. Launched in 2013 by serial entrepreneur Karl Mehta, Edcast is the maker of a white-labelled MOOC platform that universities across the world can use to enter the online arena. Last year, it raised \$6 million (Rs 36 crore) in venture funding led by Softbank Capital and Menlo Ventures, among others. "Unlike others like Coursera, we are contextual to the local market, which is why we are signing up top universities in India and across the world," said Mehta. About 100 universities around the world are using the platform. "Karl is disrupting the education space. So far students have been getting degrees, but no learning. But now, with degrees you have certificate courses," said Mohandas Pai, chairman of Aarin Capital, which invested in the company.

—**Krithika Krishnamurthy**