# Indian learners embrace online education with a focus on AI and technology



The latest data from Coursera indicates a significant shift in online learning trends in India, particularly in the domain of artificial intelligence (AI) and technology-related courses. With an impressive array of 500 Generative AI courses available on the platform, Indian learners have embraced these offerings, resulting in over 1.1 million enrolments. Tim Hannan, chief marketing officer at Coursera, noted, “While most courses are taken to improve career prospects, there is also a segment of consumers enrolling in courses otherwise inaccessible or unavailable to them."

The demographic profile of these learners reveals a younger audience, with a median age of 30 years, which is notably younger than the global average of over 33. Millennials constitute a substantial 56 per cent of the learner base, showcasing the trend of younger individuals actively seeking opportunities to enhance their skills.

The courses popular among Indian learners extend beyond AI; there is notable interest in business skills, particularly in areas such as Excel, Leadership, and Project Management. Additionally, a growing number of users are exploring health-related courses, which include topics on Psychology, Introduction to Food and Health, along with Vital Signs: Understanding What the Body Is Telling Us. Language learning is also on the rise, with courses in English, Korean, and Chinese attracting many participants.

Coursera has made efforts to cater to this demographic by translating nearly 4,700 courses into Hindi and 400 into Odia, thus widening the accessibility of its content. Collaborations with prestigious institutions, such as BITS Pilani, have resulted in targeted online programmes, including a Bachelor of Science in Computer Science, which aims to offer educational pathways to learners facing geographic or other limitations.

According to Hannan, online learning has transformed significantly, stating, “Online learning has evolved; it’s no longer a passive experience. With Generative AI, there are AI assistants trained by course professors that learners can use to gain better explanations or resolve queries, making it all a much more dynamic experience.” Such advancements in AI technology in education highlight a move towards interactive and engaging learning methods.

In terms of affordability, Coursera has adapted its pricing strategy for the Indian market, offering access to its extensive catalogue of over 8,400 courses for a fixed fee of Rs 7,499, alongside the traditional pay-per-course model. Currently, India stands as Coursera’s second-largest market globally, boasting 27 million registered learners, trailing only behind the United States. Since January 2020, India has experienced a remarkable influx of 22 million new learners, marking a fivefold increase since 2019 and establishing its position as the fastest-growing learner base worldwide.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://cxotoday.com/press-release/every-3-minutes-in-2023-someone-in-india-enrolled-in-genai-content-on-coursera/> - This article corroborates the high demand for GenAI content in India, with details on enrolment rates and popular GenAI courses.
3. <https://campustechnology.com/articles/2024/08/05/coursera-introduces-new-gen-ai-skills-training-and-credentials.aspx> - This article supports the introduction of new GenAI courses and training programs by Coursera, aligning with the trend of increasing interest in GenAI.
4. <https://www.coursera.org/partners/isi> - This page provides information on Coursera's collaborations with prestigious institutions, such as the Indian Statistical Institute, which aligns with the mention of targeted online programs.
5. <https://cxotoday.com/press-release/every-3-minutes-in-2023-someone-in-india-enrolled-in-genai-content-on-coursera/> - This article highlights the popularity of various courses, including business skills and leadership, among Indian learners.
6. <https://news.careers360.com/generative-ai-ml-booming-in-india-enrolments-surge-44-coursera-report> - This report mentions the growing interest in courses beyond AI, such as data analytics and leadership skills, which is consistent with the article's claims.
7. <https://campustechnology.com/articles/2024/08/05/coursera-introduces-new-gen-ai-skills-training-and-credentials.aspx> - This article discusses the use of AI assistants in online learning, making it a more dynamic experience, as mentioned by Tim Hannan.
8. <https://cxotoday.com/press-release/every-3-minutes-in-2023-someone-in-india-enrolled-in-genai-content-on-coursera/> - This article provides data on the large number of registered learners in India and the rapid growth of the learner base since 2020.
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10. <https://campustechnology.com/articles/2024/08/05/coursera-introduces-new-gen-ai-skills-training-and-credentials.aspx> - This article mentions Coursera's efforts to adapt its offerings, including pricing strategies and course translations, to cater to the Indian market.
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