

SmarTeach e-Learning Academy, the only one of its kind for teaching e-learning development to be launched

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Hyderabad, Andhra Pradesh, August 25, 2006 /[India PRwire](#)/ -- Hyderabad, August 25...: Learning through Technology is the order of the day. Knowledge, Wisdom and Education are becoming the key factors for achieving success in today's global world. Companies and educational institutes have realized the need for constant up gradation of knowledge and e-learning is the easiest way to achieve the same. Internet and its electronic transactions have created a new space for everyone to be a part of this medium and one of them is via E-Learning, a prominent and fastest growing trend to study and attain knowledge just a click away. In tune with this global trend, a new e-Learning Academy "SmarTeach" is floated. The SmarTeach e-Learning Academy is a complete solution - the only one of its kind for teaching e-learning development. It will be formally inaugurated on 28th August in a separate inaugural function to be held on that day here in city.

Floated by city-based decade old MedRC EduTech involved in developing e-Learning platforms and innovative multimedia products, The SmarTeach e-Learning Academy developed e-Learning experts - through a set of comprehensive courses that take a person through all aspects of e-Learning and provide specialized training in one of the speciality areas. These courses include e-Learning Overviews, Instruction Design, Content Writing, Graphic Design, 3D Animation, Advanced Flash Scripting, Digital Photography, Digital Video Production, Cartooning and Learning Management. These Certificate Courses are of 3 hours duration a day and a total of 180 hours of courses, varied from 2 months to 6 months. The ultimate objective is to develop them into Diploma Courses in near future. The course fee varies from Rs 2000/- to 20,000/- depending on the course.

Disclosing this addressing a press conference on Friday Dr. Neeraj Raj, Managing Director of MedRC EduTech said "Technology is a part of life today. We are using technology to search for information, to communicate, even socialize! Using technology to teach and learn. Hence, e-Learning is today's technology responding to today's needs". The SmarTeach e-Learning is a complete solution — the only one of its kind for teaching e-Learning development comprehensively integrating instructional design, multimedia production tools, expert support and industry experiences .

The e-Learning is all about to design, create, facilitate and deliver and support learning anywhere, anytime. The "e" in e-Learning stands for : Ease of use, Effectiveness, Engaging and Empowerment, stated Dr. Neeraj.

The benefits of e-learning are manifold. It is the easiest and simple way of constant up gradation of knowledge, saves time and energy, available 24 x 7, offers individualized instruction, provides one experience for all learning styles and above all global reach without moving out of home or office.

The programs are developed in collaboration with Industry's leading content partners like TMI, Anim Graphix, Eduranet Education System, Sri Satya Sai Designing Studios and Fotocafe and others. The advisory board of e-Learning Academy comprises of Mr. Sudheer Koneru, Managing Director, SumTotal ; Mr. Dasharath Reddy K. Film Director; Mr. N. Eswar Prasad, Principal of Kennedy High School; Mr. T. Muralidharan, Chairman, TMI Network & MD, C&K Management Ltd. and Mr. Vinod Joshi, Director Training of Nova Solutions and others.

These programs are ideally suitable for Educators, Instruction Designers, Visual Strategists, Technical and Script Writers, Audiovisual Engineers, Art Directors & Graphic Designers, Animators [2D & 3D], Multimedia Developers and Software Programmers, informed Dr. Neeraj.

Speaking on the occasion Mr. P. Narendra, CEO of Pragati Offset Pvt. Ltd., who is a Director of the board of MedRC EduTech said, "SmarTeach e-learning Academy has been conceptualized with an intention to create a smart work force to suit the job requirement of the e-learning industry. The development of e-Learning content is a multi-disciplinary activity involving a team of members with varied set of skills and we believe that each person has

to understand the overall aspects of e-Learning and specialize in his/her task as an e-Learning developer".

Adding further Mr. S. Sridhar, CEO of SmarTeach e-Learning Academy stated that it gives users the competitive edge to get the foremost understanding of various career avenues in and around the world. The biggest advantage of e-Learning lies in its ability to cover distances. For an organization that is spread across multiple locations, traditional training becomes a constraint. In such situations e-Learning not only comes as a boon, but also saves time and energy, and helps to upgrade knowledge 24x7.

e-Learning is a single learning experience which may include audio, video and multimedia elements. Present day e-Learning includes animation, interactivity, evaluation and collaborative learning. There are scores of organizations that have already spent millions of rupees to employ an LMS/LCMS to manage their e-learning initiatives. The e-Learning space has opened doors to employ, multimedia professionals, animators, designers, Subject Matter Experts, Software professionals, marketing professionals, Content developers and project managers, added Mr. Sridhar.

e-Learning in India is sure to grow and this is bound to result in a greater requirement for competent professionals thereby exploring new work opportunities. According to IDC (International Data Corporation) forecasts, the e-learning market, which was about \$7 billion in 2004, is likely to witness an exponential growth and touch the \$28 billion mark by 2008.

With the sheer size of the market worldwide and India becoming such a popular destination for outsourcing, e-Learning could well become a huge industry in India soon. The e-learning space employs about 30,000-40,000 people. In next five years, this number is expected to be 1,00,000-1,50,000. Clearly, there will be a dearth of skilled labour here too over the next few years. To join this new lucrative career, one has to have a flair for writing and good English skills. India has a huge talent pool of highly educated people, who are extremely adaptable and learn quickly, mainly because of the focus on education in India. In terms of skill requirements, e-learning projects require specialized expertise that is neither easy to obtain nor widely available. The scarcity of supply creates a strong market demand and e-Learning opens up career paths and creates many more possibilities than the traditional training career field, informed Mr. Sridhar.

A fresher in the e-learning industry can earn anywhere between Rs 10,000-12,000 a month, while an experienced person can start with Rs 20,000-25,000 monthly and can go up to Rs 1,00,000, Mr. Sridhar added.

For more information on SmarTeach e-Learning, please phone the Academy office on: 23316243/23316223

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About MEdRC EduTech:

MEdRC EduTech Limited is a Hyderabad-based company promoted by Dr Neeraj raj, with core skills in e-learning content production, multimedia software development, animation and LMS integration. MEdRC EduTech's vision is to significantly enhance the existing infrastructure and quality of education through a combination of rich media and converging technologies. In this direction, MEdRC Edutech as a solution provider is proposing to set up "e-Campus" at medical colleges across India to empower students, faculty and the administration with modern high-tech tools that help them to learn, teach and work better.

For over a decade, MEdRC EduTech has been involved in developing e-Learning platforms and innovative multimedia products that can significantly contribute to package and distribute learning from reputed institutions to lakhs of students through converging digital technologies. The programs are developed and distributed over its SmarTeach platform, which is currently being used by organizations including Commonwealth of Learning, Motorola, Satyam, Genesis, ITC-IBD and Dr. Reddy's.

SmarTeach e-learning academy:

The SmarTeach e-Learning Academy is a complete solution - the only one of its kind for teaching e-learning development. It contains all the training, tools, learning environment, support, and materials needed to successfully teach students in computer-based training design and development. The academy has been conceived with an intention to develop a pool of talented human resource, which is the need of the hour for the e-learning industry.

Based on the fact that well trained people in the field of Digital content development are in great demand, we have conceived the idea of the academy with courses which not only cater to the e-learning industry, but also the new media requirements which encompasses print, radio, television and electronic media.

Notes to Editor

A decade old company involved in developing e-Learning platforms and innovative multimedia products

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