

## Experiments with e-learning

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By Madhuri Dasagrathi | Published: 15th Dec 2018 7:06 pm Updated: 15th Dec 2018 9:43 pm



Samir and Anubha Jain tell us how they used their expertise in creating technological tools towards their social enterprise BodhaGuru

When one talks about the effects of technological developments today, one has to acknowledge the impact it has had on education, especially in India. It has made information across various subjects instantly available in the remotest of regions.

And, utilising this mobile technology for a good cause is the social enterprise BodhaGuru learning Pvt. Ltd focusing on building innovative learning products for schoolchildren. Started in 2011 by the couple Samir and Anubha Jain, their main aim behind the enterprise was doing something for the society, especially for children. "I lost my father when I was a six-month-old baby. And today, whatever I am is because of my mother and my education. From the beginning, I have always believed that education is a weapon that can eradicate poverty," says Samir Jain who was born and brought up in Indore.

The idea for starting BodhaGuru came to the couple when they came across a few government school initiatives during their tenure in Microsoft. "I was training a lot of initiatives, working at product development site as well helping out the community. From my first job to Microsoft, my entire career was in product development," says Samir Jain.

Anubha also comes from a similar background, in 2006; she took a sabbatical to take care of their daughter. The free time left them a lot of time to do some thinking about their plan.

"In 2011, we decided to take a shot at this. Our goal was simple. Both of us built a lot of technological products across the world, so why not help out students in India; especially those who are underprivileged. This idea combined with our passion for technology, made everything fall in place," says Samir, who decided to direct his talents towards creating a positive impact in the education space.

As developers, the couple was aware of the technological developments that would happen 10 years down the line. And as expected, the entry of smartphones and mobile-based learning increased, especially after the introduction of the Jio network, which people and students access to unlimited internet. "Initially, we were giving out hardware and software solution, along with an Android setup box. Now we also provide Android solution, videos, apps, interactive books door-to-door, and work with CSR, NGOs, and the State government," adds Samir.

Currently, BodhaGuru has a 16-member team based in Hyderabad. Till date, BodhaGuru has uploaded more than 2,600 videos in YouTube and are the only learning channel in the country with over 125 million views, which is increasing dramatically day by day. They want to make learning interesting, relevant and affordable to every child on this planet. "Both of us left a great corporate career for a cause, and we know that we have made a little difference, but there's still a long way to go. We are also ready to connect with partners who are willing to work with the same motto," signs off Samir.