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## Banking Big On Education, EdCIL Set To Treble Its Turnover This Year

**EdCIL (India) is the only PSE operating in Education space including the focus on marketing of Indian Education Products overseas. What are the Company's potential, achievement and aspirations?**

The Education spend in India is huge with the Centre and State together accounting for an expenditure of nearly Rs 4 lakh crores. The private sector spend is also thankfully growing fast. EdCIL (India) Ltd., being the only CPSE in the Education and Human Resources Sector space providing end to end project and consultancy services is favorably placed to drive growth in this sector. The company specifically has a catalyst role in linking the huge infrastructure offerings including ICT, PPP and optimization solutions being provided by the private sector and the large related requirements of Central, State Governments and also CSR needs of Corporate and Public Sectors. Given the primary focus of the Govt. on scaling and maximizing demographic dividend through education, the company is gearing up to service the sector in a major way by creating education infrastructure, optimizing existing resources and leveraging ICT. The Company is presently into a unique phase of aiming to treble its turnover from Rs 78 crores to more than Rs 200 crores during the current financial year. Notwithstanding, the narrow base, this makes EdCIL one of the fastest growing PSEs. We believe ICT in education would be the key element in enhancing access to education and bridging the quality divide in near future. The company would project an equally steep growth during the next financial year from most of its major verticals covering, edu-ICT, edu-infra, edu-consulting, online recruitment services and edu-overseas products. We would like to be the key player in driving certain high impact educational projects being rolled out by different Governments.

**How does EdCIL help strengthen India's education systems and process?**

EdCIL has always been in the forefront of planning of mega educational institutions by preparing DPR for some of the key educational institutions including the IITs, NITs, IIMs, ISSER and central Universities etc. The company further has plans of increasing project management consultancy (PMC) services and turnkey solutions for bringing sector focused approach to building of these institutions. In the field of ICT education, the company has plans of providing several end to end solutions in the areas of setting up of smart class rooms, networking of classes, creation of virtual library, content creation and providing ERP solutions to institutions. The Company is specifically targeting relatively backward & tribal areas for providing Smart Classroom solutions through involvement of State Governments/ Nodal Ministries.

**The Company has been a pioneer among Public Sectors to have introduced Online Recruitment test for individual employee hirings.** The technology brings in transparency and efficiency to the recruitment process and has received overwhelming response from Govt./PSE/ Autonomous Body Clients. We recognize a vast opportunity to introduce this technology for all academic examinations and admission test. In view of the favourable market response, the company would like to service this space effectively.

How competitive is the international education market? Since India is not rated highly in the list of the world's top institutions, has EdCIL got any plan to change the status? How does the annual cost of education in India compare with that in other key destinations in the field? What is the student feedback?



The International education market is huge and rapidly increasing with globally more than 5 million students studying outside their respective countries. India accounts for about 50,000 inbound foreign students as against 2-4 lacs or more received by individual competing countries such as UK, USA, Malaysia, China, Australia and New Zealand etc. Given the advantage of English as a medium of instruction, relatively superior quality of education on offer and very competitive costs, there is a major opportunity for the country to scale up and at least achieve parity with the competitors. We at EdCIL have decided to go beyond the present portfolio of student placement based on bilateral treaty based student hiring and are launching a generic "Study in India" campaign to target at least 5000 incremental self financed student admissions per annum. 30 institutions are planned to visit 20 targeted destinations to achieve this. This campaign would be further scaled up during the next 2-3 years.

**EdCIL has been a pioneer CPSE to have launched online recruitment services. What are the opportunities?**

While leveraging ICT, EdCIL was the first PSE to have launched online recruitment services. In view of the obvious advantages of the transparency and efficiency, there is an overwhelming response to this offer from Govt./ PSU/Autonomous Clients with 30 entities having already ordered online recruitment projects during the first 3 months. The market for this product is huge and estimated to be of Rs 10,000 crores. The company wishes to tap both the corporate and academic institution segments here and provide end to end efficient services consisting of value added features of online registration, encrypting and decrypting of content, capturing of biometric identity, monitoring through CCTV and providing audit trail and MIS to clients.

**What future does EdCIL see for itself especially under the global competitive environment?**

As already explained, EdCIL sees huge growth opportunity for itself while rendering high impact transformation in education sector both within India and Overseas. The company has commenced considerable process improvement, alliance formation and quality HR hiring which would all add to competence to scale up the services around the 4-5 major verticals where it focuses.

Given the fact that it is the only CPSE in the rapidly growing and changing education sector, we are geared up to seize the opportunity to play a leading role in the sector in infrastructure building, ICT implementation, consulting and for rapidly raising the inflow of overseas students into India as well as scaling up of student exchange programmes and secondment of faculty to overseas destinations.

The company already has pipeline business of more than Rs 1000 crores. Some of the key MEA funded projects being planned for implementation are setting up of an International IT institute at Ghana (estimated cost Rs 400 crores) and reconstruction of earthquake affected schools in Nepal (estimated cost Rs 220 crores). The company is about to enter into an MoU with Malaysian Govt. for secondment of about 100 Indian English Teachers to Malaysia. Further, Project Management Consultancy (PMC) and end to end turnkey solutions for educational and training institutes are being actively explored by the company. Given all these opportunities, the company would work to quickly register an unprecedented growth rate with improved processes and innovations and contribute to the critical sector as a catalyst in a major way.

