

# m-Learning India

## Introduction

With the recent explosion of mobile devices, coupled with a drive for developers to create “mobile-centric” applications (Gartner, 2012), there is a strong opportunity to benefit from having a foothold in markets of emerging nations in developing mobile educational gaming applications. The specific type of mobile educational games of interest is that of health-based mobile e-gaming, or games that have a health education component and are built for mobile devices (also referred to as mLearning) for the general public.

When considering worldwide learning technology markets for investment, India’s market for mobile phone technology stands above all. Not only in terms of sheer numbers of mobile phones, but the potential for growth of mobile devices per capita is outstanding as well.

## What is m-Learning India?

m-Learning India is a mobile device application developer that focuses on developing mobile educational games that are health-education centered that deliver relevant, timely health education to the grass-roots citizens of India, while providing targeted advertising opportunities to our clients.



# m-Learning India

## **m-Learning India's Vision**

m-Learning India's intent is altruistic in that the primary motivation is based on social enrichment and empowering the people of India by helping deliver pertinent health education via mobile phones, effectively and efficiently to the common people, regardless of educational background, social status or geographical challenges.



## **Partnerships and Stakeholders**

m-Learning India anticipates working closely with India's Ministry of Health, as well as many of the well-established NGOs that currently operate with similar goals and purposes within India and other developing countries. Of course local marketing will be a priority and m-Learning India will sell advertising to relative interest groups to help sustain and develop the project.

## **How does m-Learning India deliver?**

We work closely with NGOs and India's Ministry of Health to develop mobile educational games that meet public health criteria and deliver pertinent e-health information to India's under privileged and marginalized citizens via their mobile phones. We use existing research to best determine educational focus whether that be HIV/AIDS prevention, planned parenting or malaria prevention to develop m-learning games and sell advertising to businesses that match geographical location of the phone

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and are relevant to the information being delivered (i.e. pharmacies, health insurance, etc.).

## Who is m-Learning India?

David McInnes is the **founder and CEO of m-Learning India** with a



Masters in Educational Technology from the University of British Columbia and over 10 years experience as web developer and distributed learning consultant and educator.

David has partnered with two highly capable individuals:

- Missy Dogood who holds a Masters in International Development and has extensive experience with several NGOs specializing in public health initiatives in India.

- Appy D. Veloper who has six years experience as a programmer and mobile applications developer.

Though currently based in Canada m-Learning India is in the process of opening a office in Mumbai, India.

## Market Potential

As of March 2012 India had over 919 million wireless subscribers (TRAI, 2012). It also has the fastest growing wireless subscriber rate at approximately 7 million new subscribers/month (TRAI, 2012). USAid in partnership with software developer ZMQ is already delivering similar e-health games and lauded themselves for achieving 50 million downloads of one of their e-learning games at a cost of merely \$.02/person.

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m-Learning India enters this market with eyes wide open, as we are aware that we are not entirely breaking new ground. USAid and its partner ZMQ Software are well established and delivering a very similar product. However, we feel that India's mobile market will sustain growth and are confident that there is room for us, as well as other competitors to enter the market.

## Value Proposition

The value in becoming involved in this proposition lies in part to the burgeoning market potential and sheer size of India's mobile phone industry, but also we feel that **a shift in attitude towards benevolent business development is imminent**. We feel that now is the time to capitalize on a growing sentiment that people



are moving away from greedy, and mercenary, corporations and embracing those businesses that focus on the greater good and **providing an opportunity for positive social change**. India's massive population, the fact it is undergoing a mobile device explosion and there is an existing empathy and desire to improve the lives of the Indian people all point to an incredible opportunity to succeed in this venture! We are looking for investment from socially conscious companies or individuals that are looking to garner exposure or improve on their reputation as global citizens by contributing to a worthy social enterprise.

# m-Learning India

## Strengths and Weaknesses of the Proposition

Obstacles/Challenges	Strengths
<ul style="list-style-type: none"><li>• we are not the first entrant into the market</li><li>• challenge to forge lasting partnerships with existing NGOs and public health advocates</li><li>• variability of mobile devices on many different mobile networks</li><li>• getting the message of m-learning India out to marginalized citizens could be challenging</li></ul>	<ul style="list-style-type: none"><li>• starting small with low overhead costs</li><li>• approaching potential partnerships with benevolent intentions should make the path easier</li><li>• ability to “build to suit” our applications to a variety of platforms and networks</li><li>• ability to customize learning applications easily to meet a variety of objectives &amp; target groups</li></ul>

We are aware that many obstacles lie before us, but after careful scrutiny, we believe that we can minimize risk by entering the market on a small scale while growing and evolving as the market plays out.

## Conclusion

The combination of a burgeoning mobile device market, the desire to create public health education solutions through various partners in India, and a well-connected telecom infrastructure provides an ideal market for highly specialized, socially conscious, e- learning ventures to either combine forces with existing enterprises or to branch out and delve into the market independently. The key for success in this market is to cultivate strong relationships with existing health education organizations, both government and otherwise, to capitalize on the good will of various development agencies and NGOs that are seeking health education solutions and to dovetail with the existing, and growing, mobile device network. **m-Learning India has the resources and know-how to make this a successful venture. Be a part of the momentum.**

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