Analysis of Role of Telecommunications in Digitalised Education for Youths': A Case Study of Airtel with Special Reference to Rajasthan

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Abstract

Telecommunications with the latest technology has helped in the promotion of education among the development of youths of the Indian economy, during Covid 19. With the latest applications on the internet, an academician can educate youths even from long distances. Digitalised education through the internet provided by the telecommunication sector is a relief in educational development and drastic changes have become possible only because of this. Distance learning/e-learning help provide a good education structure for the youths where even face-to-face contact is not necessary. The telecom sector and its technology have helped in reducing the gaps and dropouts in Rajasthan. Thus, there is a lot that digitalised education has to offer to the world. Therefore, this study (with special reference to Rajasthan) titled 'Digitalised Education: Analysis of Role of Telecommunications in Digitalised Education for Youths' (A Case Study of Airtel With Special Reference to Rajasthan)' focuses on the role of telecommunication in the educational development of youths of our country. It aims at analysing the role of Airtel in the promotion of e-learning or digitalised education. For the study, primary data was collected from four districts of Rajasthan. The sample size consisted of 300 Airtel customers.

Keywords: Digitalised Education, E-learning, Telecommunications, Airtel.

Introduction

Educational development is very important for all nations. The literacy rate in India is improving each day at a good pace but still, it lacks behind the world's literacy rate. The telecommunication sector with the use of the latest technology has helped in the educational development of youths of India, especially in the tough times of Covid 19. Digitalised education through the mobile internet services provided by the telecommunication sector is a relief in the path of educational development. It can also be referred to as a drastic change that has become possible only because of tele structure and teleprocess in the

telecommunication sector. Thus, there is a lot that digitalised education has to offer to the world. Therefore, this study (with special reference to Rajasthan)titled 'Digitalised Education: Analysis of Role of Telecommunications in Digitalised Education for Youths' (A Case Study of Airtel With Special Reference to Rajasthan)' focuses on the role of telecommunication in the educational development of youths of our country.

Concept of Digitalised Learning

Digitalised learning is the learning which is accompanied by the use of technology or by any kind of actors which makes effective and efficient use of technology. It includes the application of a range of practices including blended and virtual learning. It is a combination of audio, video, data exchange, and interactions which is a great advancement in technology as compared to the traditional educational system using chalk and board. It includes online learning or e-learning.

Role of Telecom Sector in Digitalised Education for Youths' in India

It has become possible to run a school even without the physical presence of the student and youths at the colleges during the Pandemic with the help of the telecommunication sector. With the latest applications like zoom, google meets etc. on the internet, an academician can educate students and youths of our nation even from long distances. They can ask questions and clear the concepts easily as if done in a usual classroom experience. Digitalised education or e-learning help provide a base for an educational structure for the youths wherein even the physical presence is not necessary.

The telecom sector and its technology have helped in reducing the gaps and dropouts in Rajasthan. Especially, the primary status of education has improved due to the use of telecommunication technology. Children can do their assignments using mobiles and the internet. Mobile education, also known as m-education in the state has made learning easy. This trend is even increasing in the rural parts of Rajasthan. This will benefit the state socially and impact its overall development. Digitalised education reduces geographical distance within the state, saving both time and

money for the youths of the state. E-learning will be the most appropriate way to take forward the state's government initiative of education for all.

Review of literature

Airtel Africa and the United Nations Children's Fund (UNICEF) announced a multi-million-dollar partnerships to scale-up digital learning for children across Africa. (UNICEF REPORT. 29 October, 2021). The article focused on Airtel Africa and UNICEF's new venture which was a 5-year pan-African partnership to accelerate the roll-out of digital learning by connecting schools to the internet. It also ensures free and equal access to learning platforms and good quality of learning through digital platforms in 13 various countries. This will help every child to reach his/her full potential. Airtel Africa has started an innovative scheme referred as 'Reimagine Education' worldwide along with UNICEF in 2020 where public and private, both sectors invest in digital learning. This is a necessary service for every youngster globally amid the current global pandemic situation.

In the article by Jindal and Chahal (2018), 'Challenges and Opportunities for Online Education in India', the authors stated that due to fast changes in technology, there will be rapid changes in the education field. Such new changes are in the face of online education or digitalised education in India. There are ample hindrances for online education or digitalised education in India like insufficient digital infrastructure, credibility and funds for digitalised platforms, etc. But with the help of telecommunication and the flow of the internet in the country, there are many new opportunities for youngsters' in future online education or digitalised education in India.

Eztalks. The study on "Importance of Telecommunication" 16 March, 2021 the significance of telecommunication in the promotion of education was highlighted. The role of the telecom sector in digitalised education among youngsters of our country was discussed stating that earlier education meant going to schools for long hours. Thanks to telecommunications and the internet today that has provided students with the benefits of e-learning or digitalised education. Students don't need to go to school for a long time instead can save their time, energy, and

money by not travelling and availing the facility of taking lectures at home. The youngsters who are busy multi-tasking and don't get enough time during the day now can study the contents made available by the teachers at night.

Statement of the Problem

This present study is focused on the role of telecommunication in the educational development of youths of our country. It aims at analysing the role of Airtel in the promotion of e-learning or digitalised education. The current piece of work is an attempt to understand the Role of Telecommunications in Digitalised Education for Youths', especially in regions of Rajasthan.

Objectives of the Study

The primary aims of this research are as follows:

*   To understand the Role of Telecommunications in Digitalised Education for Youths', especially in regions of Rajasthan.
*   To analysing the role of Airtel in the promotion of e-learning or digitalised education.

Hypothesis of the Study

Ha: Telecommunications helps in providing education and access to information regarding schools and colleges to everyone (including the country's youths and students) via mobile internet.

H0: Telecommunications do not help in providing education and access to information regarding schools and colleges to everyone (including country's youths and students) via mobile internet.

Ha: Airtel promotes skill-building and e-learning which has become an important pillar in building knowledge-based societies.

H0: Airtel does not promote skill-building and e-learning which has become an important pillar in building knowledge-based societies.

Sample Design

The sample design consists of sampling technique, sampling universe, sampling unit, sampling size, and sampling procedure.

Sampling Technique: The researcher has used convenience sampling.

Sampling Universe: The sample universe consists of all the natives of the cities of Rajasthan, mainly Kota, Jaipur, Udaipur, and Ajmer.

Sampling Unit: The sampling unit consisted of 300 customers from Airtel of a few cities of Rajasthan.

Sample Size: The sample size for the study is 300 respondents.

Sampling Procedure: The sample of 300 respondents was randomly taken from a few cities of Rajasthan.

Research Instruments: Research instruments are the instruments, tools, sources, and methods that are used by the researcher for the collection of data for the research. This study is based on primary data. The primary data was collected from respondents who are customers of Airtel by interview and structured questionnaire, filled directly by the respondents and indirectly by mailing the questionnaire to the respondents. Responses of the customers of the company helped to know the contribution of the company in the educational development of the Indian economy (with reference to Rajasthan).

Statistical Analysis: The study uses T-test, Mean, and Rank analysis to interpret the results.

Analysis of Role of Airtel in Digitalised Education for Youths'

The following parameters are taken into consideration for the analysis of Airtel's Role in Digitalised Education for Youths' (Table 1):

*   E-learning is becoming an important pillar in building knowledge-based societies.
*   Telecom helps in extending education to all movements.
*   Mobile acts as a platform for skill-building.
*   Anyone can access information regarding schools and colleges via mobile internet.
*   Mobile promotes development in rural and remote areas.

Table1: Statistics of Role of Airtel in Digitalised Education for Youths'

Statistics		E-learning is becoming an important pillar in building knowledge-based societies	Telecom helps in extending education to all movements	Mobile acts as a platform for skill-building	Anyone can access information regarding schools and colleges via mobile internet	Mobile promotes development in rural and remote areas
N	Valid	300	300	300	300	300
	Missing	0	0	0	0	0
Mean		3.45	3.47	2.25	3.30	3.90
Median		4.00	3.00	2.00	3.50	4.00
Std. Deviation		1.296	1.071	.531	.882	1.252

Source- Researcher's own creation(Primary data)

It is clear from Table1 that E-learning is becoming an important pillar in building knowledge-based societies has a mean of 3.45, Telecom helps in extending education to all movements has a mean of 3.47 whereas Mobile promotes development in rural and remote areas has a mean of 3.90. The lowest was for Telecom helps in extending education to all movements.

Table 2: Frequency of the Statement: E-learning is Becoming an Important Pillar in Building Knowledge-based Societies

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Agree	29	9.7	9.7	9.7
	Agree	47	15.7	15.7	25.3
	No Idea	63	21.0	21.0	46.3
	Disagree	81	27.0	27.0	73.3
	Strongly Disagree	80	26.7	26.7	100.0
	Total	300	100.0	100.0	

It is clear from Table2 that Frequency of the Statement: E-learning is becoming an important pillar in building knowledge-based societies is 29 in category of strongly agree.

Table 3: Frequency of the Statement- Telecom Helps in Extending Education to all Movements

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Agree	13	4.3	4.3	4.3
	Agree	34	11.3	11.3	15.7
	No Idea	113	37.7	37.7	53.3
	Disagree	79	26.3	26.3	79.7
	Strongly Disagree	61	20.3	20.3	100.0
	Total	300	100.0	100.0	

Source- Researcher's own creation(Primary data)

It is clear from Table3 that Frequency of the Statement- Telecom helps in extending education to all movements is 13 in category of strongly agree

Table 4: Frequency of the Statement: Mobile Acts as a Platform for Skill-building

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Agree	239	79.7	79.7	79.7
	Agree	47	15.7	15.7	95.3
	No Idea	14	4.7	4.7	100.0
	Total	300	100.0	100.0	

Source- Researcher's own creation(Primary data)

It is clear from Table4 that Frequency of the Statement- Mobile Acts as a
Platform for Skill-building is 239 in category of strongly agree

Table 5: Frequency of the Statement: Anyone can Access Information Regarding Schools and Colleges via Mobile Internet

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Agree	24	8.0	8.0	8.0
	Agree	13	4.3	4.3	12.3
	No Idea	113	37.7	37.7	50.0
	Disagree	150	50.0	50.0	100.0
	Total	300	100.0	100.0	

Source- Researcher's own creation(Primary data)

It is clear from Table5 that Frequency of the Statement- Anyone can access information regarding schools and colleges via mobile internet is 24 in category of strongly agree

Table 6: Frequency of the Statement: Mobile Promotes Development in Rural and Remote Areas

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Agree	30	10.0	10.0	10.0
	Agree	14	4.7	4.7	14.7
	No Idea	29	9.7	9.7	24.3
	Disagree	110	36.7	36.7	61.0
	Strongly Disagree	117	39.0	39.0	100.0
	Total	300	100.0	100.0	

Source- Researcher's own creation(Primary data)

It is clear from Table6 that Frequency of the Statement- Mobile Promotes
Development in Rural and Remote Areas is 30 in category of strongly agree

Table7: Mean of Role of Airtel in Digitalised Education for Youths'

	E-learning is becoming an important pillar in building knowledge-based societies	Telecom helps in extending education to all movements	Mobile acts as a platform for skill-building	Anyone can access information regarding schools and colleges via mobile internet
Mean	3.45	3.47	2.25	3.30
N	300	300	300	300
Std. Deviation	1.296	1.071	0.531	0.882

Source- Researcher's own creation(Primary data)

From Table 7, it is clear that the mean value for the statement 'E-learning is becoming an important pillar in building knowledge-based societies' is 3.45, for 'Telecom helps in extending education to all movements' is 3.47, for 'Mobile acts as a platform for skill-building' is 2.25, and for the statement, 'Anyone can access information regarding schools and colleges via mobile internet' is 3.30. This shows that respondents agreed that the telecommunication revolution helps in accessing information regarding schools and colleges via mobile internet more preferably. Also, telecom helps in extending education to all movements.

Table 8: Mean Comparison: Role of Airtel in Digitalised Education for Youths'

	Mean	Std. Deviation
E-learning is becoming an important pillar in building knowledge-based societies	3.45	1.296
Telecom helps in extending education to all movements	3.47	1.071
Mobile acts as a platform for skill-building	2.25	0.531
Anyone can access information regarding schools and colleges via mobile internet	3.30	0.882

Source- Researcher's own creation(Primary data)

From Table 8, it is clear that the mean result provides the crux of the respondents' responses on different dimensions like respondents believed that 'E-learning is becoming an important pillar in building knowledge-based societies' the mean is 3.45, for 'Telecom helps in extending education to all movements', it is 3.47, for 'Mobile acts as a platform for skill-building' it is 2.25, and for the Statement that 'Anyone can access information regarding schools and colleges via mobile internet', it is 3.30. This shows that respondents agreed that the telecommunication revolution helps in accessing information regarding schools and colleges via mobile internet more preferably.

To supplement the test result from descriptive analysis, the researcher has applied one sample 'T' test. The one-sample t-test is used to decide whether a sample comes from a population with a specific mean. This population mean is not always known, but there is no Idea hypothesised. For the present analysis, the researcher has used the test and the data with hypotheses mean of 3 = Indifferent as shown in Table 9. This equates to declaring statistical significance at the $p < 0.05$ level. The researcher kept as the default 95 per cent confidence intervals for hypothesis testing.

Table 9: T test: Role of Airtel in Digitalised Education for Youths'

One-Sample Test	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
E-learning is becoming an important pillar in building knowledge-based societies	6.058	299	0.000	0.453	0.31	0.60
Telecom helps in extending education to all movements	7.604	299	0.000	0.470	0.35	0.59
Mobile acts as a platform for skill-building.	-24.472	299	0.000	-0.750	-0.81	-0.69
I can access information regarding schools and colleges via mobile internet	5.826	299	0.000	0.297	0.20	0.40
Mobile promotes development in rural and remote areas	12.447	299	.000	0.900	0.76	1.04

Table 10: Rank Analysis of Role of Airtel in Digitalised Education for Youths'

		Airtel		
		Mean	**SD**	**Rank**
Education	E-learning is becoming an important pillar in building knowledge-based societies	3.45	1.296	3
	Telecom helps in extending education to all movements	3.47	1.071	2
	Mobile acts as a platform for skill-building	2.25	0.531	5
	I can access information regarding schools and colleges via mobile internet	3.3	0.882	4
	Mobile promotes development in rural and remote areas	3.9	1.252	1

From Table 10, it is clear that the study of Role of Airtel in Digitalised Education for Youths' (on the basis of the ranks assigned to different dimensions) reveals that the mobile promotes the development in rural and remote areas and is ranked the highest followed by the statement that Telecom helps in extending education to all movements.

Findings

After analysing the data related to the study, it was found that the alternative hypothesis of hypothesis 1 was accepted, i.e. Telecommunications helps in providing access to information regarding schools and colleges to our country's youths via mobile internet. It extends education to the whole country and the null hypothesis was rejected which stated that Telecommunications do not help in providing access to information regarding schools and colleges to our country's youths via mobile internet and extending education to the whole country. Also, it was found that the alternative hypothesis of Hypothesis 2 was accepted, i.e., Airtel promotes skill-building and e-learning which has become an important pillar in building knowledge-based societies and the null hypothesis was rejected which stated tha i.e. Airtel does not promote skill-building and e-learning which has become an important pillar in building knowledge-based societies.

Table 11 shows the brief of the result obtained by data analysis and interpretation of the data.

Table 11: Hypotheses of the Study

Hypotheses of the Study		Results
Alternative Hypothesis	Telecommunications helps in providing access to information regarding schools and colleges to our country's youths via mobile internet and extend education to the whole country.	ACCEPTED
Null Hypothesis	Telecommunications do not help in providing access to information regarding schools and colleges to our country's youths via mobile internet and extends educa tion to the whole country.	REJECTED
Alternative Hypothesis	Airtel promotes skill -building and e -learning which has become an important pillar in building knowledge-based societies.	ACCEPTED
Null Hypothesis	Airtel does not promote skill -building and e -learning which has become an important pillar in building knowledge-based societies.	REJECTED

Conclusions

The results have revealed that telecommunication helps in providing access to information regarding schools and colleges to our country's youths via mobile internet and extending education to the whole country. It was also found that Airtel promotes e-learning which has become an important pillar in building knowledge-based societies. Airtel provides a platform for skill-building.

Limitations of Research

The researcher has certain limitations in regards to the research. These are as follows:

• Due to the time constraint, the scope of the study has been limited to one state only, i.e. Rajasthan.

• As only one state was chosen for the study, the results revealed might not necessarily represent all the resultant'.

- The reliability of the data may not be so accurate as the sample size was small for primary information collection.

Future Scope of the Research

The research is a never-ending process. The current research is only a point in the flow of the research and it should be continued to the other junction of the different aspects.

- The current research is limited to the role of telecom sector in education only. Future research can target the role of the telecom sector in other social or economic parameters.

- Keeping on track of the telecom sector, the quality of services provided by Airtel in education in consideration to the rural versus urban areas can be evaluated.

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