IS 19234 : 2025

Online Coaching Services — Requirements

Online coaching has grown in significance as an educational tool just like technology has developed and progressed over the years. The rapid increase in internet connectivity in the last few years has been an important catalyst for the growth of online coaching in India. Online coaching provides an opportunity for people living in smaller towns and cities to get access to the best possible learning resources from across the world. This helps create a level playing field.

Various online coaching service providers in India offer a wide range of courses and programs, catering to different levels of learners, from school students to working professionals. Online learning services are based on e-learning modes, principles and methods of e-content development and may utilize advanced technologies such as artificial intelligence (AI) and machine learning (ML) algorithms to provide personalized learning experiences. These services analyses learners' performance, identify areas of weakness, and provide targeted recommendations and practice exercises. They are built on the concept of user experience.

In an era of rapidly advancing technology and an ever-evolving educational landscape, the demand for effective and standardized online coaching services has grown exponentially. Online coaching has emerged as a powerful tool for education, offering accessibility, greater reach across regions and classes and flexibility. As India strives to bridge educational gaps, empower its work youth and expand the horizons of knowledge, the need for a robust framework for online coaching services has become increasingly imperative.

The primary objective of this standard is to establish a comprehensive and adaptable framework that addresses the various facets of online coaching services. The standard provides requirements related to curriculum design, teaching effectiveness, modes of delivery, operational requirements, administrative/backend support, competency of the instructor, information technology (IT) security, assessment, feedback from the learner, and continuous improvement in services.

IS 19234 : 2025