



Enabling seamless integration of digital course material with textbooks

Case study: Education

Business Challenge

As part of its initiative to enhance the learning process across schools, a government-funded educational organization wanted to link K-12 textbooks with digital course content, such as individual online content providers, YouTube videos, and digital books. However, given the sheer volume of content available online, ensuring the integration of the most relevant courses was a challenge. Furthermore, the company had to be careful not to violate copyrights of the digital content that they planned to use.

Approach and Solution

Netscribes' extensive content management expertise, coupled with its ability to deliver the required results end-to-end and at scale made it the obvious choice for the project.

To ensure a streamlined content delivery process as per the client's requirements, Netscribes undertook the following:

- **Table of Contents (ToC) creation:** While the textbook chapters were provided by the client, Netscribes structured them based on topic and concept. This structure helped in mapping relevant digital content to each chapter.
- **Digital content sourcing and curation:** Based on our in-house research expertise, Netscribes sourced external digital content from open sources. Where required, we obtained consent from authors and providers for using their content. Furthermore, using our content development expertise, we developed lesson summaries and multiple choice questions (MCQs), created vocabulary content with audio-visual instructions on pronunciation and usage of difficult words in sentences, and identified pedagogical hardspots.
- **Content tagging:** Textbook chapters sent by the client were then tagged to their relevant digital course content sourced in the preceding step.
- **Quality checks:** We set up an internal content review team that would check the content for quality, relevance and compliance.

A sample output file was sent for the client's approval before delivering the complete textbook.

Benefits

With Netscribes' content management support, our client was able to roll out the project within six months. It continues to work with Netscribes to develop high-quality course content, aiding lakhs of government school students across the country with free education.

Increase success of e-learning projects through holistic insights and content management solutions

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