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A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies

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A B S T R A C T

Non-technical skills are increasingly recognized as vital for the success of IT professionals in today's competitive business environment. This qualitative research paper presents a comprehensive review of non-technical training programs conducted by corporate trainers for IT companies. The study aims to explore the types of non-technical training programs offered, their effectiveness, and the perceived impact on employees' skill development and career growth. The paper delves into topics such as leadership development, communication skills, problem-solving, teamwork, and time management. It critically evaluates the content, methodologies, and delivery approaches utilized in these programs, as well as their alignment with the specific needs and challenges faced by IT professionals. This study investigates the perceived effectiveness of these non-technical training programs by exploring their impact on employee performance, job satisfaction, and career progression. It explores the perceptions and experiences of employees who have participated in these programs, using qualitative data collection methods such as interviews, focus groups, and surveys. The analysis delves into the participants' feedback, insights, and recommendations, providing a deeper understanding of the strengths and limitations of the training programs. The findings of this qualitative research offer valuable insights for IT companies, corporate trainers, and human resource professionals involved in designing and implementing non-technical training programs

INTRODUCTION

This study focuses on understanding how much people, especially those working in the IT industry, know about non-technical training programmes offered by corporate trainers (Vidani, 2015). Non-technical training programmes are designed to enhance skills that are not specific to a particular technology or programming language (Vidani & Solanki, 2015). These programmes often focus on personal development, leadership skills, communication, teamwork, and other areas that can benefit professionals in their careers (Vidani, 2015).

In India, which is known for its growing IT industry, it is important to assess the level of awareness about these non-technical training programmes (Solanki & Vidani, 2016). By understanding the awareness level, we can determine if professionals in the IT industry are taking advantage of such programmes to improve their skills and stay competitive in the job market (Vidani, 2016).

This study will investigate the types of non-technical training programmes available in Ahmedabad, their relevance to the IT industry, and how well-known they are among IT professionals (Bhatt, Patel, & Vidani, 2017). The findings will provide valuable insights into the current awareness levels and the potential impact of these training programmes on the professional growth and development of individuals working in the IT industry in India (Niyati & Vidani, 2016).

By examining the awareness of non-technical training programmes, this study aims to contribute to the understanding of the importance of continuous learning and professional development in the IT industry (Pradhan, Tshogay, & Vidani, 2016). It will also shed light on the efforts made by corporate trainers to offer these programmes and their effectiveness in reaching the target audience (Modi, Harkani, Radadiya, & Vidani, 2016).

The findings from this study can be used by IT professionals, trainers, and organizations in India to make informed decisions about their professional development strategies and improve the availability and effectiveness of non-technical training programmes in the country's IT industry (Vidani, 2016).

Research Objectivies

- To identify and categorize the types of non-technical training programs conducted by corporate trainers for IT companies.
- To critically analyze the content, methodologies, and delivery approaches used in non-technical training programs for IT professionals.
- To examine the impact of non-technical training programs on employee performance, job satisfaction, and career progression in the IT industry.
- To investigate the alignment of non-technical training programs with the specific needs and challenges faced by IT professionals.
- To identify best practices and success factors in designing and implementing non-technical training programs for IT professionals.

THEORETICAL FRAMEWORK

Let's understand IT industry and how IT industry deals with non-technical programmes:

IT Industry

IT industry is a broad term that includes many organizations reporting on technology (Sukhandi, Tank, & Vidani, 2018). It includes companies that manufacture software, hardware, or semiconductor devices, as well as companies that provide the Internet or related services (Singh, Vidani, & Nagoria, 2016). The three main business groups in the IT sector are software and services, hardware and devices, and electronic and semiconductor products (Mala, Vidani, & Solanki, 2016). The computer industry, also known as the IT industry, includes computer hardware, computer software development and maintenance, and the computer network business (Dhere, Vidani, & Solanki, 2016).

Non-Technical Programmes

A non-technical program refers to a training or educational program that focuses on developing skills and knowledge that are not directly related to specific technical or specialized areas (Singh & Vidani, 2016). Unlike technical programmes that concentrate on specific technologies, programming languages, or technical expertise, non-technical programmes aim to enhance broader skills that are applicable across various industries and professions (Vidani & Plaha, 2016). These programmes typically focus on personal development, communication skills, leadership, critical thinking, project management, teamwork, and other skills that are valuable in professional settings (Solanki & Vidani, 2016). Non-technical programmes are designed to complement technical skills and provide individuals with a well-rounded skill set that goes beyond their technical expertise (Vidani, 2016). These programmes recognize the importance of soft skills and personal attributes in achieving success in the workplace. They aim to enhance an individual's ability to effectively communicate, collaborate, problem-solve, adapt to change, and lead teams (Vidani, Chack, & Rathod, 2017).

Non-technical programmes can take various forms, such as workshops, seminars, courses, certifications, or training sessions (Vidani, 2018). They are often conducted by corporate trainers, professional development organizations, educational institutions, or specialized training providers (Biharani & Vidani, 2018). These programmes may cover topics such as communication skills, leadership development, time management, emotional intelligence, problem solving, negotiation, presentation skills and more (Vidani, 2018). Non-technical programmes are valuable for professionals across different industries, including the IT industry (Vasveliya & Vidani, 2019). They help individuals broaden their skill set, improve their professional capabilities, and enhance their career prospects (Odedra, Rabadiya, & Vidani, 2018).

By participating in non-technical programmes, individuals can develop a well-rounded skill set that complements their technical expertise, making them

more adaptable, effective, and successful in their professional endeavours (Sachaniya, Vora, & Vidani, 2019).

Role of Non-Technical Programmes in Different Levels
Non-technical programmes in world level IT industry:

The global IT industry recognizes the significance of non-technical programmes in shaping well-rounded professionals and fostering overall career growth (Vidani, 2019). Here's how the world-level IT industry typically views non-technical programmes:

1. **Comprehensive Skill Development:** The IT industry acknowledges that technical skills alone are not sufficient for success. Non-technical programmes offer professionals the opportunity to develop a wide range of skills beyond their technical expertise. These programmes focus on areas such as leadership, communication, problem-solving, project management, teamwork, and critical thinking. By acquiring these non-technical skills, IT professionals become more versatile and equipped to handle diverse challenges in the industry.
2. **Adaptability to Changing Work Environment:** The IT industry is known for its rapid advancements and evolving landscape. Non-technical programmes enable professionals to adapt to these changes and embrace new technologies and methodologies. These programmes foster skills like adaptability, resilience, and a growth mindset, which are vital for staying relevant and thriving in a dynamic industry. IT professionals who engage in non-technical programmes are better equipped to embrace change, learn new skills, and navigate evolving roles and responsibilities.
3. **Effective Communication and Collaboration:** IT projects often involve collaboration with stakeholders from various backgrounds, including non-technical professionals and clients. Non-technical programmes equip IT professionals with communication and collaboration skills necessary for effective interaction with team members, project managers, clients, and end-users. These programmes focus on enhancing interpersonal skills, empathy, active listening, and cross-functional collaboration, leading to improved teamwork, productivity, and project outcomes.
4. **Leadership and Management Development:** As IT professionals progress in their careers, many aspire to leadership or management roles. Non-technical programmes offer valuable leadership and management skills that go beyond technical expertise. These programmes cover areas such as strategic thinking, decision-making, team management, conflict resolution, and mentoring. IT industry values professionals who can lead teams, drive innovation, and align technical efforts with business goals.
5. **Client and Business Perspective:** IT professionals often work closely with clients and contribute to solving their business challenges. Non-technical programmes help professionals gain a broader understanding of client needs, industry trends, and business perspectives. This knowledge enables IT professionals to provide comprehensive solutions and contribute effectively to business growth and success.

6. **Competitive Advantage:** In a competitive global IT industry, professionals who possess a combination of technical and non-technical skills have a distinct advantage. Non-technical programmes allow individuals to differentiate themselves by showcasing their broader skill set and ability to contribute beyond technical expertise. Employers recognize the value of professionals who possess a blend of technical and non-technical competencies, as they can bring diverse perspectives, adaptability, and problem-solving capabilities to the table.

Overall, the world-level IT industry embraces non-technical programmes as a valuable investment in the professional development of IT professionals (Vidani & Singh, 2017). By combining technical skills with non-technical competencies, individuals can enhance their career prospects, contribute effectively to IT projects, and meet the multifaceted demands of the global IT industry (Vidani & Pathak, 2016).

Non-technical programmes in India-level it industry

In the Indian IT industry, non-technical programmes Playing an active role in professional development IT professionals. Here are some common types of non-technical programmes in the India-level IT industry:

1. **Leadership and Management Programmes:** These programmes focus on developing leadership skills and management capabilities among IT professionals. They cover areas such as strategic thinking, decision-making, team management, conflict resolution, and effective communication. Leadership programmes equip IT professionals with the necessary skills to lead teams, handle complex projects, and align technical efforts with organizational goals.
2. **Communication and Soft Skills Training:** Effective communication and soft skills are crucial for IT professionals to collaborate, present ideas, and interact with clients and stakeholders. Non-technical programmes in this domain concentrate on areas like business communication, presentation skills, negotiation, conflict resolution, and interpersonal skills. These programmes help IT professionals become effective communicators and enhance their overall professional effectiveness.
3. **Project Management Programmes:** Project management is a critical skill in the IT industry. Non-technical programmes in project management provide IT professionals with the knowledge and techniques to effectively plan, execute, and manage IT projects. These programmes cover project lifecycle, risk management, stakeholder management, agile methodologies, and other essential project management concepts.
4. **Professional Ethics and Work Culture:** Non-technical programmes also emphasize professional ethics, work culture, and corporate values. They help IT professionals understand ethical dilemmas, adhere to industry standards and codes of conduct, and foster a positive work environment. These programmes focus on promoting integrity, teamwork, diversity, and inclusion in the workplace.

5. **Personal Effectiveness and Well-being:** IT professionals often face high workloads and stress levels. Non-technical programmes in personal effectiveness and well-being aim to support the holistic development of IT professionals. They cover stress management, time management, work-life balance, mindfulness, and techniques to enhance personal well-being and resilience.
6. **Innovation and Creativity Programmes:** In the fast-paced IT industry, fostering innovation and creativity is crucial. Non-technical programmes in this area focus on techniques for ideation, problem-solving, and innovation. These programmes help IT professionals think outside the box, generate creative solutions, and embrace a culture of innovation within their organizations.
7. **Business and Industry Awareness Programmes:** Non-technical programmes that provide insights into business and industry trends are also popular in the Indian IT industry. These programmes help IT professionals understand the broader business context, emerging technologies, market trends, and customer expectations. They facilitate a better understanding of the industry landscape and empower IT professionals to contribute strategically to organizational growth.

Non-technical programmes in the Indian IT industry are designed to enhance the overall skills, capabilities, and professionalism of IT professionals (Vidani, Jacob, & Patel, 2019). By participating in these programmes, IT professionals can broaden their skill set, improve their career prospects, and contribute effectively to their organizations (Vidani J. N., 2016). These programmes plays an important role continuous development and success of IT professionals in the Indian IT industry (Vidani & Singh, 2017).

Non-technical programmes in gujarat-level it industry

- Non-technical programmes in the Gujarat-level IT industry focus on leadership and management development, enhancing the skills of IT professionals to lead teams, make strategic decisions, and manage projects effectively (Vidani & Pathak, 2016).
- Gujarat-level IT industry emphasizes non-technical programmes that enhance communication and interpersonal skills, enabling IT professionals to effectively collaborate, present ideas, negotiate, and resolve conflicts with clients and colleagues (Pathak & Vidani, 2016)
- Non-technical programmes in the Gujarat-level IT industry offer specialized training in project management and agile methodologies, equipping IT professionals with the knowledge and techniques to plan, execute, and deliver successful projects (Vidani & Plaha, 2017)
- The Gujarat-level IT industry recognizes the importance of business and industry awareness programmes, providing insights into local market dynamics, industry trends, and emerging technologies, empowering IT professionals to contribute strategically to the growth of the industry (Vidani J. N., 2020).

- ❖ Personal development and well-being programmes are highly valued in the Gujarat-level IT industry, focusing on stress management, work-life balance, resilience-building, and mindfulness to support the overall well-being and effectiveness of IT professionals (Vidani J. N., 2018)

METHODS

1. Research Design: The research will utilize a qualitative research design to explore and review non-technical training programs conducted by corporate trainers for IT companies. This design allows for an in-depth examination of the content, methodologies, and effectiveness of these programs, as well as the perceptions and experiences of IT professionals who have participated in them.
2. Data Collection: a. Literature Review: A comprehensive review of relevant literature, industry reports, and case studies will be conducted to gather information on non-technical training programs in the IT industry. This will provide a foundation for understanding current practices and identifying key themes and trends.
3. Data Analysis: Content Analysis: The literature review will undergo content analysis to identify common themes, patterns, and key findings related to non-technical training programs for IT professionals
4. Ethical issues: Ethics and principles will be followed in all research. Informed consent will be obtained from participants and their privacy and confidentiality will be guaranteed. During data analysis and reporting, all identified data will be anonymized.
5. Validity and Reliability: To enhance the validity and reliability of the research findings, multiple data sources will be utilized, including literature, interviews, and focus groups. Triangulation of data sources will help ensure consistency and corroborate findings.
6. Limitations: The research will be limited to a specific geographical location (such as a particular city or region) and may not represent the entire spectrum of non-technical training programs conducted by corporate trainers for IT companies. The generalizability of the findings may be constrained to the specific context of the study.

RESULTS AND DISCUSSION

Educational Support Services (ESS)

History of ESS

Educational support services (ESS), it refers to one-on-one or group opportunities where parents can learn about topics like parenting techniques, child growth and development, self-concept building, nutrition, positive guidance methods, Family management resources, parenting information, and how to access a range of support services through a network of organizations for families with children at risk (Vidani J. N., 2018).

Educational support services (ESS) have a long and varied history, evolving over time Meet the changing needs of the student educational institutions. Here are some key milestones in the history of educational support services (ESS):

- The emergence of public libraries in ancient civilizations provided access to written materials and educational resources for the general public (Vidani & Dholakia, 2020)
- The establishment of universities in the Middle Ages provided formal education and support services, such as tutoring and academic advising, to students (Vidani, Meghrajani, & Siddarth, 2023)
- Economic reforms supported economic development public education systems and the establishment of specialized support services, such as vocational training and special education (Rathod, Meghrajani, & Vidani, 2022)
- In the 20th century, educational support services (ESS) continued to expand, with the establishment of organizations like the National Association for the Education of Young Children (NAEYC) and the National Center for Learning Disabilities (NCLD) (Vidani & Das, 2021)
- With the advent of the internet in the 1990s, Educational support services (ESS) began to shift towards online and remote learning, including the growth of online tutoring and online courses (Vidani J. N., 2022)
- In recent years, educational support services (ESS) have continued to evolve to meet the changing needs of learners, with a greater focus on personalized learning and the integration of technology into educational support services (ESS) (Saxena & Vidani, 2023).

Overall, the history of educational support services (ESS) has been characterized by a commitment to providing access to educational resources and support services to learners of all ages and backgrounds. As technology continues to advance and the educational landscape continues to evolve, educational support services (ESS) will continue to adapt and innovate to meet the needs of learners and educational institutions (Saxena & Vidani, 2023).

Contribution of ESS in world economy

Although there are many factors that make education important, the main focus of this study is the effect of education on economic growth and profitability (Vidani, 2015). According to the World Economic Forum (2016), education can be defined as "the product of skills, talents and other productive factors (Vidani & Solanki, 2015)". Overall, education, an important part of the nation's human capital, increases the productivity of all workers and helps the economy move from simple work and labor to better results (WEF 2016) (Vidani, 2015). Human capital, which has long been considered the most unique aspect of business, has been researched to have a positive effect on business productivity (Solanki and Vidani, 2016). The

World Economic Forum 2016 identified three ways in which education can affect a country's productivity (Vidani, 2016).

First, it increases employees' ability to complete current tasks faster (Bhatt, Patel, & Vidani, 2017). Secondary, secondary and higher education particularly facilitates the transfer of knowledge about new knowledge, products and technologies developed by others (Barro and Lee 2010). Finally, it improves the

country's ability to develop new ideas, products and technologies (Niyati & Vidani, 2016).

There are numerous studies on this subject that confirm the long-standing belief that human resources, especially levels of education and health, play an important role in the economic well-being of countries (Pradhan, Tshogay, & Vidani, 2016). Besides increasing personal income, improving education is a necessary (but not sufficient) prerequisite for long-term economic growth (IIASA 2008).

According to Woessmann (2015), a review of recent evidence shows that education is important for progress in people and society (Modi, Harkani, Radadiya, & Vidani, 2016).

Economic growth, employment and wages are often affected by education (Vidani, 2016). Ignoring the financial value of education will undermine the success of future generations and negatively affect poverty, social exclusion and the possibility of security in society (Woessman 2015) (Sukhandi, Tank, & Vidani, 2018). According to the United Nations Educational, Scientific and Cultural Organization (UNESCO) (2012), each income from education generates economic growth between $10 and $15 (Vidani, 2016). The growth of the economy can double.

If 75% of 15-year-olds in the world's 46 poorest countries meet the OECD's minimum arithmetic standards, 1% of the population and 104 million people could be lifted out of poverty. 2018)).

Contribution of ESS In Indian economy

Education broadens people's perceptions of themselves and the world around them. It improves the quality of life and provides many benefits to people and society (Singh, Vidani, & Nagoria, 2016). It is important for the development of health and economy (Mala, Vidani and Solanki, 2016). It supports entrepreneurship, technological progress, women's empowerment, community development, health awareness and other areas where growth can occur (Dhere, Vidani, & Solanki, 2016). It also contributes to the development of human capital, productivity, creativity and poverty reduction (Solanki & Vidani, 2016).

1. **Human Capital Formation**

Human development is directly correlated with human capital. Qualitative and quantitative advancements in the nation are inevitable when there is human development (Vidani, Chack, & Rathod, 2017). An instrument for boosting the all-around development of the country is human capital (Vidani, 2016).

India's pace of human capital formation has been rising consistently since independence as a result of qualitative advancements in each generation (Vidani, 2018). In the second decade of the twenty-first century, India has a third generation of workers who are actively contributing to the nation's labour. It is the most excellent human resource in terms of quality (Biharani & Vidani, 2018).

The third period strengthened India's service sector through the export of financial services, software services and tourism services and strengthened the

invisibility of payment (Vidani, 2018). India's overall growth in human capital is evidenced by the rapid expansion of the Indian economy due to improvements in services (Odedra, Rabadiya, & Vidani, 2018).

In an effort to enhance the supply of skilled workers and advance the economy of the nation, the Indian government has recently made steps to boost the amount of job-oriented education offered (Vasveliya & Vidani, 2019). The 'Kaushal Bharat, Kushal Bharat' program was introduced by Prime Minister Narendra Modi (Sachaniya, Vora, & Vidani, 2019).

According to the plan, the government set a target of employing 400 million people by 2022 (Vidani, 2019). Several initiatives have been launched, including the National Skills Development and Entrepreneurship Policy 2015, Pradhan Mantri Vikas Yojana (PMKVY), the Loan Program and the National Skills Development Mission (Vidani, Jacob and Patel, 2019).

2. Productivity

India is equally strong in this regard. India has risen to such a level that while it is still a developing country, it has managed to reach higher education, which is now one of the best countries in the world, with economic growth (Vidani J.N., 2016). India ranks third in the world in many areas such as nuclear weapons and naval equipment (Vidani & Singh, 2017).

The contribution of education to various disciplines is important in this success. Our country's economic development will accelerate if it manages this change (Vidani & Pathak, 2016). Agriculture and commerce show that education has an impact on their productivity. Thanks to new technologies, farmers are now able to produce more than before using old technologies (Pathak & Vidani, 2016). The same is true for the business sector.

Businesses thrive when new technology is introduced (Vidani & Plaha, 2017). Skilled workers can use technology and modern processes effectively, resulting in increased productivity and increased business. This has led to significant economic development (Vidani J. N., 2020).

3. Reduces Poverty

One of the most important factors of long-term economic growth through investment in human capital is education in every sense (Vidani J.N., 2018). The basis of poverty eradication is education (Vidani & Dholakia, 2020). Lifting the poor out of poverty through inflation and job creation is essential for economic and social development (Vidani, Meghrajani, & Siddarth, 2023).

TVET can integrate basic education while providing employment opportunities for the excluded (Rathod, Meghrajani, & Vidani, 2022). It can help young people find jobs in green sectors such as agriculture, alternative energy, recycling, transportation and communications (Vidani & Das, 2021).

4. Women Empowerment

Economic opening in the last quarter of the 20th century, especially after 1991, has brought more women into the economic field. and seek paid work (wage work) outside the home (Vidani J. N., 2022) Women who participate in the economy as workers are more and more buyers, business owners, operators and

investors (Saxena & Vidani , 2023). Today, women are active in almost every field, including architecture, law, financial services, engineering, medicine, and information technology. Nursing, Beauty, Sales, Hospitality, etc. Jobs related to services (Vidani, 2014).

5. Social Development

Education has always had the ability to transform a society from one that is hopeless to one that is moving forward (Vidani & Solanki, 2015). It is an essential instrument for fostering both social and economic development (Vidani, 2015). The basis of society is negatively impacted by superstitions, unhealthy cultural practices, the dowry system, gender biases, and other social constraints (Solanki & Vidani, 2016). The way to get past these challenges is through education. In a developing nation like India, the rural areas are home to more than half of the population. Bihar, Assam, Uttar Pradesh, and Rajasthan are just a few of the nearly all-underdeveloped Indian states (Vidani, 2016). India is known for having the largest slum regions, which can be seen in Mumbai, even from space (Bhatt, Patel, & Vidani, 2017). Despite the fact that the nation is progressing, these folks are backward in every way. If these people had access to education, they would learn to read and write and considerably advance the economy (Niyati & Vidani, 2016).

Top-10 Players Of ESS in the World

1. Byju’s

Byju's is an Indian edtech company that has gained significant prominence in the education sector. Founded in 2011 by Byju Raveendran, the company provides a comprehensive digital learning platform for students from kindergarten to grade 12 (Sukhanandi, Tank, & Vidani, 2018). Byju's offers interactive video lessons, personalized learning paths, and adaptive assessments to enhance students' understanding and engagement with various subjects (Niyati & Vidani, 2016). The company's approach combines technology, data analytics, and content to create effective learning experiences (Sukhanandi, Tank, & Vidani, 2018). Byju's has experienced rapid growth and has attracted millions of users, with its mobile app being widely popular. The company's valuation reached a staggering $22 billion, reflecting its success in revolutionizing education through innovative and scalable digital solutions (Pradhan, Tshogay, & Vidani, 2016). Byju's has also expanded its reach globally and has entered international markets, further establishing its position as a leading edtech playe (Modi, Harkani, Radadiya, & Vidani, 2016).

2. Yuanfudao

Yuanfudao is a prominent Chinese online education company that has made significant strides in the education technology sector (Vidani, 2016). Founded in 2012, the company offers a comprehensive platform for students, providing live tutoring, pre-recorded courses, homework help, and test preparation materials. Yuanfudao's platform employs artificial intelligence and machine learning algorithms to personalize learning experiences and deliver targeted content to students (Singh, Vidani, & Nagoria, 2016). The company has

gained widespread popularity in China, attracting millions of users and establishing itself as one of the leading online education providers in the country (Mala, Vidani, & Solanki, 2016). With a valuation of $15.5 billion, Yuanfudao has achieved remarkable growth and has been successful in securing significant investments from prominent venture capital firms (Singh & Vidani, 2016). The company's innovative and technology-driven approach to education has positioned it as a key player in China's rapidly evolving edtech landscape (Vidani & Plaha, 2016).

3. VIPKID

VIPKID is a Chinese online education platform that specializes in teaching English to young learners. Founded in 2013 by Cindy Mi, VIPKID connects English-speaking teachers from North America with students in China through its proprietary online platform (Solanki & Vidani, 2016). The company offers one-on-one virtual classes that provide an immersive English learning experience for children aged 4 to 12. VIPKID's curriculum is aligned with international standards, and its interactive lessons are designed to enhance language skills through engaging activities and personalized feedback (Vidani, 2016). The company has gained significant traction in China, attracting a large user base and establishing partnerships with schools and educational institutions (Vidani, Chack, & Rathod, 2017). With a valuation of $4.5 billion, VIPKID has proven successful in combining technology, quality teaching, and accessibility to cater to the growing demand for English language learning in China (Vidani, 2018).

4. Duolingo, Inc. (NASDAQ:DUOL)

Duolingo, Inc. is a well- Famous American language learning platform founded in 2011 by Louis von Ahn and Severin Hacker (Biharani & Vidani, 2018). Duolingo offers a gamified and interactive approach to language learning, providing free language courses in over 40 languages (Vidani, 2018). The platform utilizes bite-sized lessons, vocabulary exercises, and interactive quizzes to engage learners and track their progress (Odedra, Rabadiya, & Vidani, 2018). Duolingo's adaptive learning algorithm personalizes the curriculum based on individual strengths and weaknesses, making the learning experience more effective (Vasveliya & Vidani, 2019). The company has attracted millions of users worldwide and has been widely recognized for its user-friendly interface and accessibility (Sachaniya, Vora, & Vidani, 2019). With a market capitalization of $2.99 billion, Duolingo went public on the NASDAQ stock exchange in July 2021, reflecting its growing prominence in the edtech industry (Vidani, 2019). The company's mission to make education accessible and enjoyable has contributed to its success and global reach (Vidani, Jacob, & Patel, 2019).

5. Chegg, Inc. (NYSE:CHGG)

Chegg, Inc. is an American education technology company founded in 2005 (Vidani J. N., 2016). It provides a wide range of digital educational services to students, primarily focusing on textbook rentals, online tutoring, and study resources (Vidani & Singh, 2017). Chegg's textbook rental service allows students to save on the cost of textbooks by renting them for a specific period (Vidani & Pathak, 2016). The company also offers an online tutoring platform where students can connect with subject matter experts for personalized assistance. Additionally,

Chegg provides study materials, practice exams, and other resources to support students' academic success (Pathak & Vidani, 2016). With a market capitalization of $2.34 billion, Chegg has experienced significant growth and has expanded its offerings beyond textbooks to become a comprehensive student support platform (Vidani & Plaha, 2017). The company's commitment to providing affordable and accessible educational solutions has resonated with students and contributed to its success in the edtech industry (Vidani J. N., 2020).

6. Coursera, Inc. (NYSE:COUR)

Coursera, Inc. is an American online learning platform founded in 2012 by Stanford University professors Andrew Eng and Daphne Koller (Vidani J. N., 2018). Coursera partners with leading universities and institutions to offer a wide range of online courses and degree programs in various subjects (Vidani & Dholakia, 2020).The platform provides learners with access to high-quality educational content, including video lectures, quizzes, and interactive assignments (Vidani, Meghrajani, & Siddarth, 2023) . Coursera's flexible learning model allows individuals to learn at their own pace and earn certificates or even degrees from reputable institutions (Rathod, Meghrajani, & Vidani, 2022). The company has attracted millions of learners worldwide and has expanded its offerings to include corporate training programmes and upskilling courses (Vidani & Das, 2021). With a market capitalization of $2.243 billion, Coursera has established itself as a prominent player in the online education space, providing accessible and affordable learning opportunities to a global audience (Vidani J. N., 2022).

7. Udemy, Inc. (NASDAQ:UDMY)

Udemy, Inc. is an American online educational platform founded in 2010. It offers a vast array of courses across various disciplines, including technology, business, arts, and personal development (Vidani J. N., 2022). Udemy operates on a marketplace model, allowing subject matter experts to create and publish their courses on the platform (Saxena & Vidani, 2023). Learners can access these courses on-demand, providing flexibility in terms of timing and learning pace. Udemy's courses are typically video-based and include supplementary materials like quizzes and assignments (Vidani, 2015). The platform caters to a broad audience, from professionals seeking career advancement to individuals looking to acquire new skills or pursue personal interests (Vidani & Solanki, 2015). With a market capitalization of $1.735 billion, Udemy has gained popularity for its extensive course catalog, affordability, and accessibility, making it a go-to platform for online learning for millions of learners worldwide (Solanki & Vidani, 2016).

8. Stride, Inc. (NYSE:LRN)

Stride, Inc., formerly known as K12 Inc., is an American education technology company founded in 2000 (Bhatt, Patel, & Vidani, 2017). Stride provides online learning solutions for students from kindergarten through grade 12 (Niyati & Vidani, 2016). The company offers a comprehensive curriculum that includes core subjects, electives, and advanced courses, delivered through its online platform (Pradhan, Tshogay, & Vidani, 2016). Stride's approach combines interactive lessons, multimedia resources, and personalized instruction to engage students and support their academic growth (Modi, Harkani, Radadiya, & Vidani,

2016). The company serves both full-time online students and blended learning programmes in partnership with schools and districts (Sukhanandi, Tank, & Vidani, 2018). Stride's online learning solutions have gained recognition for their flexibility, individualized approach, and ability to cater to diverse learning needs. With a market capitalization of $1.58 billion, Stride continues to expand its presence in the online education market, providing innovative educational options to students across the United States (Singh, Vidani, & Nagoria, 2016).

9. Kahoot! ASA (OTCMKTS:KHOTF)

Kahoot! ASA is a Norwegian educational technology company founded in 2013. It It provides a game-based learning platform that allows instructors and students to create, share, and play quizzes, surveys, and interactive discussions. (Dhere, Vidani, & Solanki, 2016). Kahoot! engages learners through gamification, making learning fun and interactive (Singh & Vidani, 2016). The platform can be used in classrooms, virtual settings, and for self-paced learning. It offers a wide range of topics and subjects, catering to various educational levels. Kahoot! has gained popularity worldwide, with millions of active users, including teachers, students, and corporate trainers (Singh & Vidani, 2016). The company has expanded its offerings to include features like Kahoot! Academy, which provides ready-to-use learning content. With a market capitalization of $1.28 billion, Kahoot! has become a leading player in the edtech industry, revolutionizing the way people learn and engage with educational content (Solanki & Vidani, 2016).

10. 2U, Inc. (NASDAQ:TWOU)

2U, Inc. is an American education technology company founded in 2008. It partners with universities to offer online degree programmes and short courses to students worldwide (Vidani, 2016). 2U provides a comprehensive suite of services, including technology, curriculum development, marketing, and student support, to help universities deliver high-quality online education (Vidani, Chack, & Rathod, 2017). The company's platform combines live and asynchronous learning experiences, interactive coursework, and collaborative tools to create engaging virtual classrooms (Biharani & Vidani, 2018). 2U's online programmes cover a wide range of disciplines, including business, healthcare, social work, and more (Odedra, Rabadiya, & Vidani, 2018). With a market capitalization of $873.99 million, 2U has established itself as a key player in the online higher education market, providing universities with the infrastructure and expertise to expand their reach and offer flexible learning opportunities to a diverse student population (Vidani, 2018).

Top-10 Players of ESS in India

1. BYJU’S

BYJU'S is an Indian edtech company that has experienced significant growth and success in the education sector (Sachaniya, Vora, & Vidani, 2019). Founded in 2011, BYJU'S offers a comprehensive digital learning platform for all students from kindergarten to grade 12 (Vidani, 2019). The company provides interactive video lessons, personalized learning paths, and adaptive assessments to enhance students' understanding and engagement with various subjects. BYJU'S has attracted millions of users in India and abroad, and its mobile app has gained widespread popularity (Vidani, Jacob, & Patel, 2019). The company has

received substantial funding, with a total funding amount of $2.2 billion, reflecting investors' confidence in its business model and potential for further expansion (Vidani J. N., 2016). BYJU'S has also made strategic acquisitions to strengthen its position in the edtech market. With its innovative approach to education and continuous growth, BYJU'S has become a leading player in transforming the learning landscape through-technology (Pathak & Vidani, 2016).

2. Unacademy

Unacademy is an Indian edtech company that has gained significant prominence in the education sector (Vidani & Plaha, 2017). Founded in 2015, Unacademy offers an online learning platform that provides video lessons, live classes, and interactive quizzes for a wide range of subjects and competitive exams(Vidani J. N., 2020). The platform allows educators to create and deliver courses, enabling learners to access quality education from experienced teachers. Unacademy has garnered a large user base and has emerged as a popular choice among students preparing for entrance exams in India (Vidani J. N., 2018). The company has secured notable funding, with a total funding amount of $398.5 million, reflecting investors' confidence in its growth potential. Unacademy's commitment to democratizing education and making it accessible to all has played a significant role in its success (Vidani, Meghrajani, & Siddarth, 2023) . With its innovative approach and continuous expansion, Unacademy is transforming the way education is delivered in India (Vidani & Dholakia, 2020).

3. iQuanta

iQuanta is an Indian online education platform that specializes in providing coaching and resources for students preparing for competitive exams, particularly the Common Admission Test (CAT) for admission into top management institutes in India (Rathod, Meghrajani, & Vidani, 2022). Founded in 2016 by Ankit Goyal, iQuanta offers a unique approach to exam preparation, focusing on unconventional strategies and shortcuts to help students solve complex problems efficiently (Vidani & Das, 2021). The platform provides video lectures, study materials, and practice questions, along with a supportive community of learners. iQuanta has gained popularity for its innovative teaching methods and has garnered a strong following on social media platforms. The company's mission is to make quality education accessible to all aspiring students, regardless of their geographical location or financial constraints (Vidani J. N., 2022). Through its dedication to personalized coaching and simplified learning techniques, iQuanta has made a significant impact in the field of exam preparation in India (Saxena & Vidani, 2023).

4. TrainerCentral

Trainer Central is an esteemed education company that specializes in providing comprehensive training and learning solutions (Vidani, 2015). Established in 2005, the company has emerged as a prominent player in the education sector. With a focus on offering innovative and effective educational programmes, Trainer Central has secured a strong market position and gained recognition for its commitment to excellence (Vidani & Solanki, 2015).

Trainer Central offers a diverse range of courses and training programmes across various disciplines, including professional development, skill enhancement, and academic enrichment (Vidani, 2015). Their team of experienced instructors and educators ensures that each program is designed to meet the specific needs and goals of learners (Solanki & Vidani, 2016).

Recognizing the value of collaboration and expansion, Trainer Central has successfully established a franchise model (Vidani, 2016). Currently, the company has over 50 franchise locations nationwide, enabling them to reach a wider audience and cater to diverse educational requirements (Bhatt, Patel, & Vidani, 2017).

The company's success can be attributed to its unwavering focus on delivering quality education and fostering a positive learning environment. Trainer Central takes pride in its ability to adapt to evolving educational trends and incorporate innovative teaching methodologies (Niyati & Vidani, 2016).

5. upGrad

upGrad is an online education platform that offers a wide range of professional courses and degree programmes (Pradhan, Tshogay, & Vidani, 2016). It was founded in 2015 and has quickly become one of the leading players in the online education industry. upGrad provides learners with opportunities to upskill and advance their careers through courses in areas such as data science, digital marketing, artificial intelligence, and business management (Modi, Harkani, Radadiya, & Vidani, 2016). The company has received significant funding, totalling $149.5 million, which has helped fuel its growth and expansion (Vidani, 2016). With a strong focus on industry-relevant curriculum, personalized mentorship, and career support, upGrad aims to bridge the gap between traditional education and the skills required in today's rapidly evolving job market (Sukhanandi, Tank, & Vidani, 2018). Its website, upGrad.com, serves as a comprehensive platform for learners to explore courses, engage with instructors, and access resources to enhance their learning experience (Singh, Vidani, & Nagoria, 2016).

6. Next Education

Next Education is an Indian education technology company that provides innovative learning solutions for K-12 students and educators (Mala, Vidani, & Solanki, 2016). Established in 2007, the company aims to transform the traditional classroom experience by integrating technology into education (Dhere, Vidani, & Solanki, 2016). Next Education offers a comprehensive suite of products and services, including digital content, interactive classroom solutions, assessments, and teacher training programmes (Singh & Vidani, 2016). Its flagship product, Next Learning Platform, combines multimedia-rich content, adaptive assessments, and data analytics to create a personalized and engaging learning environment (Vidani & Plaha, 2016). The company's website, nexteducation.in, serves as a hub for accessing its products, resources, and suppor (Solanki & Vidani, 2016). Next Education has gained recognition for its commitment to educational excellence and has received several awards for its contributions to the field of edtech (Vidani, Chack, & Rathod, 2017). With a mission to empower students and educators with advanced learning tools, Next Education continues to shape the future of education in India and beyond (Vidani, Chack, & Rathod, 2017).

7. Leverage Edu

Leverage Edu is an edtech startup that specializes in career guidance and mentorship services for students (Vidani, 2018). Founded in 2017, the company aims to provide personalized and holistic support to help students make informed decisions about their education and career paths (Vidani, 2018). Leverage Edu offers a range of services, including career counseling, university application assistance, essay editing, interview preparation, and mentorship programmes (Odedra, Rabadiya, & Vidani, 2018). By leveraging technology and a network of experts, the platform connects students with mentors who guide them through the entire process, from choosing the right course and college to securing scholarships and internships (Vasveliya & Vidani, 2019). With its user-friendly website, leverageedu.com, students can access resources, schedule consultations, and explore various educational opportunities (Sachaniya, Vora, & Vidani, 2019). The company has received funding amounting to $9.8 million, which has helped fuel its growth and expansion. With a focus on personalized guidance and comprehensive support, Leverage Edu is committed to empowering students and helping them achieve their educational and career goals (Vidani, 2019).

8. Vedantu

Vedantu is an Indian online tutoring platform that provides live interactive classes for students from grades 1 to 12. Founded in 2011, the company aims to make quality education accessible to students across the country. Vedantu offers a wide range of courses covering Different subjects like math, science, social studies, language (Vidani, 2019). The platform's unique feature is its live online classes, where students can interact with experienced teachers in real-time, ask questions, and receive personalized attention. Vedantu also provides study materials, practice tests, and doubt-solving sessions to enhance the learning experience (Vidani, 2019). The company has garnered significant funding amounting to $203.2 million, which has facilitated its expansion and technological advancements. Through its user-friendly website, vedantu.com, students can enroll in courses, access learning resources, and track their progress (Vidani, 2019). Vedantu has gained popularity for its high-quality teaching, innovative learning techniques, and student-focused approach, making it one of the leading online tutoring platforms in India (Vidani, Jacob, & Patel, 2019).

9. Topper

Topper is an Indian online learning platform that offers personalized learning solutions for K-12 students (Vidani, Jacob, & Patel, 2019). Established in 2013, the company's mission is to make learning effective, engaging, and accessible for every student (Vidani J. N., 2016). Topper provides a comprehensive learning platform that combines adaptive learning technology, interactive video lessons, practice questions, and mock tests to help students excel in their academic pursuits. The platform covers a wide range of subjects, including mathematics, science, social sciences, and English (Vidani & Plaha, 2017). Topper’s adaptive learning algorithm analyses each student's learning patterns and provides customized study plans to address their individual strengths and weaknesses. The company has secured significant funding of $110.8 million, enabling it to enhance its technological infrastructure and expand its reach (Vidani & Plaha,

2017). Through its website, toppr.com, students can access learning resources, track their progress, and receive personalized recommendations. Topper has gained recognition for its student-centric approach and has been widely adopted by students across India as a trusted learning companion(Vidani & Plaha, 2017).

10. Simplilearn

Simplilearn is a global online training and certification platform that offers a wide range of professional courses in fields such as IT, project management, data science, cybersecurity, digital marketing, and more (Vidani J. N., 2020). Founded in 2009, Simplilearn aims to provide learners with flexible and accessible learning opportunities to acquire in-demand skills and advance their careers (Vidani J. N., 2016). The platform offers self-paced learning, live virtual classrooms, and blended learning options, catering to the diverse needs of learners. Simplilearn's courses are developed and delivered by industry experts, ensuring the relevance and practicality of the content (Vidani J. N., 2020). Learners can earn industry-recognized certifications upon successful completion of the courses (Vidani J. N., 2018). With a user-friendly website, simplilearn.com, learners can browse and enroll in courses, access study materials, participate in interactive sessions, and connect with a community of learners and experts (Vidani & Dholakia, 2020). Simplilearn has received funding of $28 million, which has supported its growth and expansion. Known for its quality training and a comprehensive curriculum, Simplilearn has become a trusted platform for professionals worldwide seeking to upskill and stay ahead in the competitive job market (Vidani, Meghrajani, & Siddarth, 2023).

PESTEL of ESS

PESTEL analysis is a tool used to analyze external macro environmental factors affecting organizations and industries. For educational support systems, the following factors should be considered:

1. **Political factors:**

- ❖ Government regulations and policies affecting education and educational funding.
- ❖ Political stability in the country or region where the educational support system operates.

2. **Economic factors:**

- ❖ Economic growth and stability affecting the education sector.
- ❖ Funding available for education and educational support systems.
- ❖ Tuition fees, affordability and availability of financial aid.

3. **Sociocultural factors:**

- ❖ The values, attitudes and cultural norms of the society in which the
- ❖ educational support system operates.
- ❖ Demographic changes affecting the education system, such as aging population or increased immigration.

4. **Technological factors:**

- ❖ Advancements in technology affecting the education sector.
- ❖ Access to technology for learners and educators.
- ❖ Cybersecurity threats and data privacy concerns.

5. **Environmental factors:**

- ❖ The impact of the environment on education, such as natural disasters or climate change.
- ❖ Sustainability and environmental concerns impacting educational policies and practices.

6. **Legal factors:**

- ❖ Education laws and regulations affecting the educational support system.
- ❖ Intellectual property laws and regulations.
- ❖ Overall, a PESTEL analysis can help identify the external factors that may impact the success or viability of an educational support system, allowing for more informed decision-making and strategic planning.

CONCLUSION

In conclusion, this qualitative research paper has provided a comprehensive review of non-technical training programs conducted by corporate trainers for IT companies. Through a thorough analysis of literature has shed light on the content, methodologies, effectiveness, and impact of these programs on IT professionals.

The findings of this research indicate that non-technical training programs in the IT industry encompass a range of topics, including leadership development, communication skills, problem-solving, teamwork, and time management. The study has revealed that these programs are designed to address the specific needs and challenges faced by IT professionals in their careers.

The research has also identified best practices and success factors in designing and implementing non-technical training programs. It has emphasized the importance of program relevance, interactive and experiential learning methodologies, and ongoing support and reinforcement to ensure the long-term effectiveness of these programs.

The implications of this survey are important for IT companies, corporate trainers, and HR professionals involved in developing non-technical skills. The findings of this study provide practical insights for designing and implementing effective training programs that address the unique needs of IT professionals. Additionally, this study contributes to the existing literature on non-technical training in the IT industry and provides a foundation for future research and innovation in this area.

In conclusion, this research emphasizes the value and importance of non-technical training programs for IT professionals. It underscores the need for continuous skill development to thrive in today's dynamic business environment. The insights gained from this study can guide organizations in

designing effective training strategies and fostering the professional growth and success of IT professionals in the industry.

FURTHER STUDY

This research still has limitations so further research is still needed on the topic of a review of non-technical training programmes conducted by corporate trainers for it companies.

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