As Covid-19 Closes American Classrooms, Endless Tutors Kids for Homework Help

Chris Soekiatno, a coder based in Eastvale, Calif., has all three of his children learning ordable Indian tutors to teach their children new skills while you teach but keep them busy.'”

“Some parents are coming to us and they’re kind of treating us like a babysitting service,” said Nidhi Moitra, who started her business, WhiteHat Jr., in 2016.

Schools are weighing the option of reopening. (Original Illustration: Laura Kammermann)

Nearly 70% of the 500 families WhiteHat Jr. serves are from the Northeast, with 20% from the Midwest and 10% the rest of the country.

Moving from one-on-one tutoring, which can start at $18 an hour, to a group setting can reduce costs for families, said Mr. Soekiatno, who has $2,000 to $3,000 a month set aside for online classes for his children.

India’s economy has been hard hit by the virus, but the tutoring market in the country has not been impacted, said Mr. Soekiatno.

Demand for online study support is fueling business for Indian teachers, who are tutoring grandparents in the U.S., while many Americans are doing more learning online as well.

India’s second largest IT-services firm, Tata Consultancy Services, has cut 12,000 jobs. Liking a India’s GDP to fall this year by 7%—the steepest drop in decades.

WhiteHat Jr.‘s business has grown this year by 20% from January to June, with a 30% jump in online classes as the lockdown has eased. The company has doubled its revenue and staff and added 20,000 students during the lockdown.

India’s World private tutoring market by geographic Source: Global Industry Analysts

*Includes Canada, Latin America, the Middle East and Africa*

The company had 31,000 students from current students and recent graduates. How will higher education change in the next 10 to 20 years?

In the United States, virtual classes are being held online. A majority of students are spending more extra hours.

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