

FORM 2

THE PATENTS ACT, 1970

[39 of 1970]

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THE PATENTS RULES, 2003

COMPLETE SPECIFICATION

[See section 10 and rule 13]

“ANALYZE OF WHY AMAZON SHUTDOWN ONLINE LEARNING IN INDIA”

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PREAMBLE OF THE DESCRIPTION

The following specification particularly describes the invention and the manner in which it is to be performed.

ANALYZE OF WHY AMAZON SHUTDOWN ONLINE LEARNING IN INDIA

Background problem for the Innovation

With many tech companies taking this decision under pressure from the reopening of schools and training centres across India after the coronavirus-hit lockdowns, Amazon has now followed suit. In October, ed-tech firm ByJuice said it would lay off 2,500 employees to make it profitable. Similarly, other companies, including Unacademy, Toppr, WhiteHat Jr and Vedantu, announced layoffs earlier this year. Live classes were not possible in India. However, online classes have been of great help to students; last year, the world's largest trading company Amazon launched an online learning platform for all students preparing for competitive exams, high school and entrance exams in India. Amazon Academy is an online learning platform developed by Amazon in 2019 when it was testing its educational platform. Amazon has announced that it will shut down its learning services platform in India from August 2023 and refund students who enrolled this year. The reason reports suggest that Amazon is shutting down Amazon Academy as part of its cost-cutting drive. With schools and training centres reopening across India after the Corona lockdowns, many online education service providers are taking similar decisions, and now Amazon has also taken this decision. Amazon has launched a program to provide medicines to people through an online service called Amazon Pharmacy. The world's largest e-commerce giant Amazon has decided to launch its online pharmacy in India in Bangalore. Pharmacists, e-pharmacies and drugstores are going to face a new competitor in India. World's largest e-commerce giant Amazon will soon launch an online pharmacy in India. The company is going to launch this service in Bangalore in the first phase.

Next, even if Indian companies are willing to offer them jobs, the potential wages in Indian companies will be meagre compared to what they would get in the US. Notably, Indians account for the highest number of high-wage earners in the United States. A change in wages may further compromise the overall high standard of living to which they are accustomed. The most common visa for Indian employees working in the US technology sector is the H1-B. Moreover, those on this visa are in a precarious position hanging by a thread. Under this visa rule, employees are deported if they do not obtain another sponsor within 60 days of termination. Finding a new job within these tight deadlines and completing the necessary procedures and paperwork can be a massive challenge in the current environment.

Immigrating to other countries such as Singapore, Canada, or European countries may be an option before them. There is always a demand for skilled Indian technicians in these countries. However, the reality is that even in these countries, the current economic environment needs to provide more secure job security. Most tech companies headquartered in Singapore stopped hiring a while back. Moreover, they are now making layoffs to cut costs. Singapore-based companies are not faring well, although media reports speculate that 10 per cent of the workforce at Meta's Asia-Pacific headquarters in Singapore has been laid off. While many people have been affected by this situation, tech workers, especially software engineers, have suffered the worst. Even if the Indian tech industry is willing to give up on NRIs, the big question is whether NRIs will return to Indian companies in this dire situation

Amazon shutdown analysis

The American company Amazon also operates in India under the name Amazon India. The company is not only doing e-commerce but also doing various industries and services. As part of this, Amazon also runs an online education platform called Amazon Academy for higher education students in India. This Amazon Academy was launched in January 2021. Amazon Academy was launched to train higher education students preparing for competitive exams, including IIT-JEE. In this case, Amazon has decided to shut down Amazon Academy less than two years after its launch. Amazon India today announced that Amazon Academy would be closed from August 2023. Also, Amazon said that all the students who joined for the current academic year would be fully refunded.

In a statement, the company announced the launch of the service 'Amazon Pharmacy' in other cities of the country after Bangalore. Launching the service under the name "Amazon Pharmacy", Amazon will offer prescription drugs, basic medical devices and traditional Indian herbal medicines, it said in a statement. Last month, Amazon opened 10 new warehouses in India and also started offering auto insurance. Apart from this, Amazon has also received permission to distribute liquor in one state, according to Reuter's news agency. India is yet to finalize regulations for online drug sales or e-pharmacies, but Amazon has also entered the fray amidst the growth of several online drug retailers such as Medlife, Netmeds, Temasek-backed PharmEasy and Sequoia Capital-backed 1mg. It has threatened various traditional drug stores in the country.

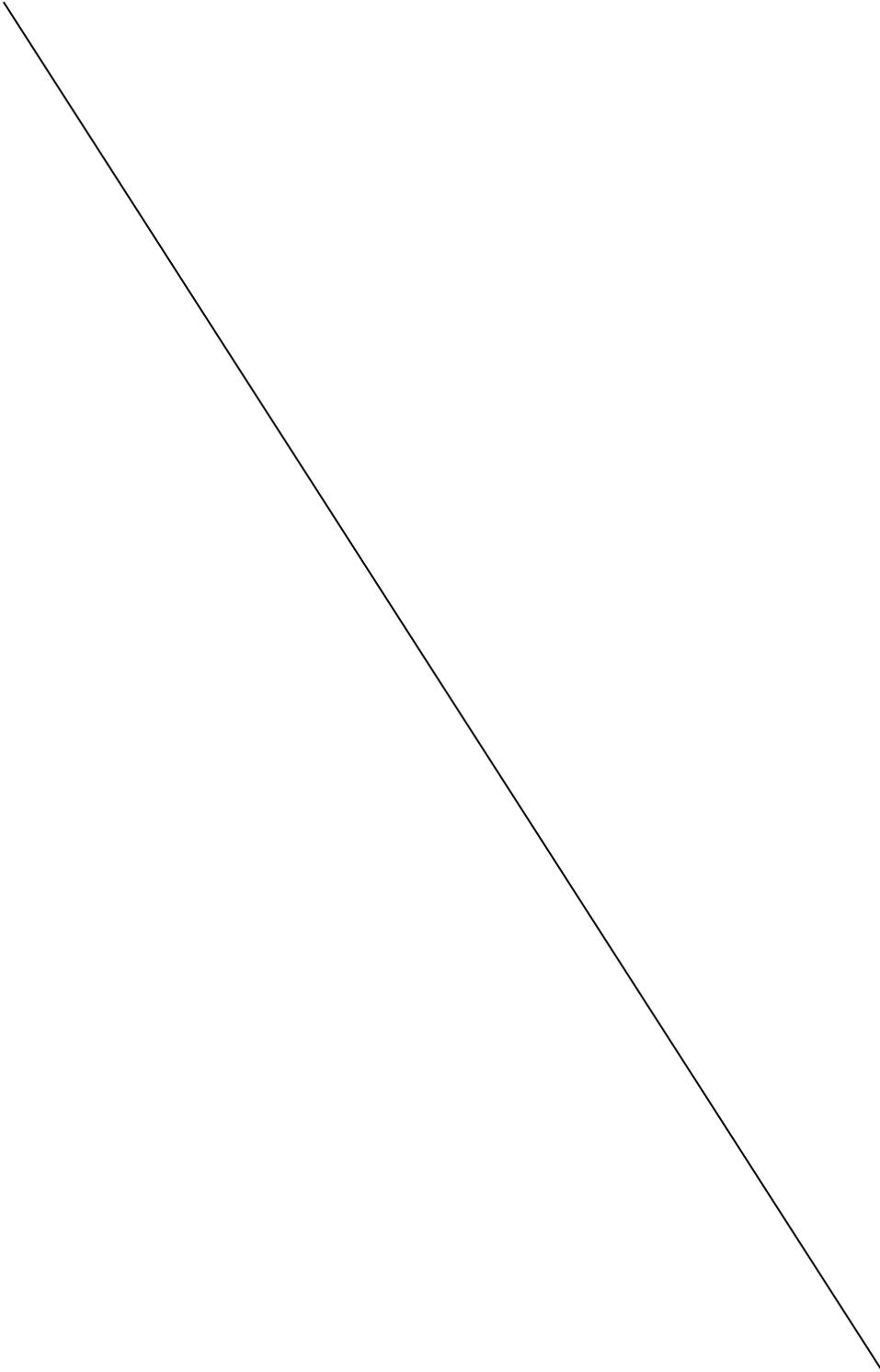
Summary of the analysis

In 2020, the demand for online education was created when the corona virus started. A lot of online education institutes and start-ups sprung up then. Then Amazon also started Amazon Academy. Amazon Academy coaches students for competitive exams for various higher education institutes, including IITs, NITs, and IIMs. In this case, Amazon has announced that Amazon Academy will be gradually closed so that existing students are not affected. However, Amazon said students can fully use online training materials until October 2024. Various education start-ups, including ByJu's, Academy, and Vedantu, are cutting staff to cut costs. In this case, Amazon has announced that it will close Amazon Academy. It is also reported that Amazon plans to lay off around 10,000 employees due to the ongoing fear of a global economic recession. Many things have become easier with the facility of online shopping. However, of late, there have been accusations of over-rating products and evaluating them through fake user reviews. And many fraud cases have increased. For this reason, the government changes the rules for online sites from time to time. The government has provided information on how a customer can protect themselves from fraudulent or data-stealing sites. For a long time, there have been accusations of fake ratings and evaluation of products through fake reviews, some suggestions have been made to protect the interests of consumers so that they are not deceived by fake and false reviews given by individuals or individuals in e-commerce. This notification issued by Bureau of Indian Standards is applicable to all online platforms. According to BIS notification, no one can post fake ratings on the platform. Adherence to all standards is mandatory. Action can be taken against the site that does not follow this. The notification issued by the government provides consumers with rights such as privacy, security, transparency and accountability.

Tech giants like Twitter, Amazon, Microsoft and Meta have recently laid off employees. The companies that were once the most desirable workplaces are now instilling a massive fear of job insecurity among employees. Among the worst affected by these large-scale layoffs are Indian technology professionals, especially non-resident Indians (NRIs). People who left India with various dreams like high salaries and foreign jobs are now struggling with nothing to do. Not only have many people lost their jobs, but they have also lost their sponsors. They must continue to stay abroad with a sponsor for work visas. Many have lived through the years in countries where layoffs are currently taking place, especially the United States.

While those who have obtained their permanent residence and work permits are relatively unaffected, the future of those on H-visas and non-immigrant work permit visas who have

waited long for their green cards is in question. With more than seven lakh applicants waiting for their green cards, this is not easy. Most of them immigrated to the US early in their careers decades ago. They have built their lives there - work, social and lifestyle. Their families also settled there with dependent permits. Returning to India may be a way in front of them. However, if they do, they may have to compromise on more than one level.

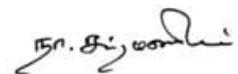


We Claim:

1. **Analyze of why Amazon shutdown online learning in India in claims,** The government has announced new rules to prevent fake reviews & ratings on e-commerce websites. Reviews intended to promote specific brands of products can no longer be posted.
2. **Analyze of why Amazon shutdown online learning in India in claims,** E-commerce companies should ensure that online reviews and star ratings of products are authentic.
3. **Analyze of why Amazon shutdown online learning in India in claims,** Guidelines for checking fake ratings outlined by the Bureau of Indian Standards (BIS) have come into force.
4. **Analyze of why Amazon shutdown online learning in India in claims,** BIS's new standard IS 19000:2022 also provides methods for reviewing reviewer verification by e-mail address, identification by call or SMS, confirmation of registration by clicking a link, captcha system to verify the authenticity of the reviewer.
5. **Analyze of why Amazon shutdown online learning in India in claims,** Users wishing to review products must first agree to the terms and conditions for providing contact information.
6. **Analyze of why Amazon shutdown online learning in India in claims,** The new rules state that reviews published on platforms must include the publishing date and ratings.
7. **Analyze of why Amazon shutdown online learning in India in claims,** According to the new rules, users cannot edit their reviews once posted.
8. **Analyze of why Amazon shutdown online learning in India in claims,** Users wishing to post reviews must agree to the terms and conditions and provide their contact information.
9. **Analyze of why Amazon shutdown online learning in India in claims,** Any websites with fake reviews will be fined as unfair trade practices.

Dated this 03rd day of January 2023.

Yours faithfully,



N.SUBRAMANIAN [IN/PA- 4177]
Agent for the Applicant

ANALYZE OF WHY AMAZON SHUTDOWN ONLINE LEARNING IN INDIA

Abstract

Amazon, the world's leading online shopping website, has announced that it will shut down its learning website, Amazon Academy. Less than two years after its launch, Amazon India announced that it would shut down its online learning platform for high school students in the country from August 2023. The Amazon Academy platform was launched in January last year. The company has also said that it will refund the entire fee to those who have registered for the new batch of online learning. Earlier, this online learning platform was launched due to the boom in online learning during the corona virus pandemic. This academy provides coaching for competitive exams, including JEE. It also allows entry into top engineering colleges across India. Based on the ratings, Amazon has decided to phase out Amazon Academy to take care of existing customers. Meanwhile, it said that customers could learn the entire course material online for one year, extended till October 2024. The company is working with the education group Sri Chaitanya to introduce complete syllabus courses for Joint Entrance Examination (JEE) and National Eligibility and Entrance Test (NEET) aspirants.