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PHYGITAL TECHNOLOGY IMPROVES EDUCATION STANDARDS OF DIGITAL INDIA (IN CONTEXT OF ACADEMIC ARENA DURING COVID-19)

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ABSTRACT

Phygital term is the combination of physical and digital. Mixture of physical education and digital education creates an improved and innovative education world. Phygital technology creates an experienced and trained student as well as digital academic leaders. The recent example of phygital technology is Online Classes. Due to covid-19, the world, as well as India, was totally in lockdown situation and some places are in curfew. During this pandemic situation, having the internet access ability through mobiles, laptops, tablets or desktop builds student and teacher's communication from their home or any other location easily. This helps to continue their studies without hurdles. This paper introduces the impacts of phygital technology to create a physical and digital space in education sector as well as hurdles or difficulties for students and teachers. Phygital technology can transform and create a new experience in every field like retail, aviation, marketing, health, education etc.

KEYWORDS: Digital, Physical, phygital, Technology, Education, Students & Teachers.