



EdTech - The Advent of Digital Education

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Introduction

The report by NASSCOM on EdTech- The Advent of Digital Education published in September 2018 has highlighted the understanding on EdTech in India and global and provide experience for learning new perspective innovations. The report has also highlighted the new initiatives by Government and business circle to know the business dynamics of EdTech in India. The report has also analyzed the growth of EdTech through investments and acquisitions as these are important drivers of growth. Details of support and obstacles to EdTech growth in India are adequately detailed in the report. Case studies are also given in the report to understand the EdTech solutions and innovations. As a whole the report is a valuable contribution for understanding EdTech at the local and global level.



Key Highlights

1. Asia especially China and India are the biggest driver of global EdTech market. By 2020, the global spending on EdTech will be US\$ 250 billion with almost half of the global EdTech startup spending going to China.
2. Rising middle class population in Asia, shortage of university seats and one device per student policy by advanced countries are driving the global EdTech market. **EdTech has impacted huge population base in the last 15 years.**
3. India's EdTech sector can be divided into four segments namely- Online education, Smart classes, Assessment and Offline education. Online education and smart classes are getting popular support on account of easiness to study and work from home. Assessment and offline education are also getting share in the pursuit of education in India.
4. Funding to startups is playing a key role in the growth of **EdTech in India as the funding has increased 5 times from 2013-16.** High growth seen in past 5 years with more than 3000+ startups incorporated.
5. New innovations with the help of technology are coming to play significant role just as student assessment and engagement are getting support from Personalized robots, 3D printing, cloud computing and big data etc. All these devices will drive the growth of EdTech.
6. **Funding in EdTech has increased to US\$600 million in the last 5 years with two-third** of all funding going to online learning and EdTech technology providers.
7. There are multiple choices in the EdTech education making it a fragmented market just as online coaching through Byju's, online tutoring through Cuemath and cloud classrooms through NIIT etc.
8. Smart classes took off well but struggling to withstand the cost pressures and the growing popularity of online learning.
9. The management of EdTech has to give special attention to the cost of customer acquisition, customer retention, Freemium model, marketing channel and the revenue sharing model to maintain and increase the business.
10. **Online learning segment in EdTech attracts maximum paid customers.**
11. To make the learning popular in schools and colleges and also to cover working professionals there is need for more innovations and efficient solutions to technical problems.
12. The major sources of drivers of EdTech in India are increase in internet penetration, bandwidth increase, rise in disposable income, rise in middle class population, low cost for online education and digital India campaign by Indian Government.
13. EdTech sector is growing exponentially but facing many challenges like- Content pricing, adaptation to new technology, financial constraints, creating customized solutions, availability of free content, business scalability and language barrier etc.
14. Government has taken many initiatives like epathshala, swayam, ebasta and diksha to promote digital education in India.
15. Key accelerators and incubators active in the EdTech space are- edLABS, Village Capital, Edugild, Omidyar Networks and GMC Calibrator etc.
16. NASSCOM is playing a major technical role in the propagation of EdTech by resorting to introducing Future Skills to make India a global hub for talent in emerging technologies.

Read more: https://nasscom.in/system/files/secure-pdf/EdTech_The_Advent_of_Digital_Education.pdf

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