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Edtech Trends Reports 2022: Based on Conversation on Quora

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Introduction

The ed-tech industry in India is rising, we have experienced all segments of online education like K-12, test prep, and upskilling highly during the covid, however, it does not stop there but is continuously growing and evolving. The government is also providing impetus to digital education through different ways like policies and new initiatives. This has led to massive growth for tech startups. This report looked at various trends in the ed-tech sector based on conversations that happened on a large online platform Quora. Quora defines itself as a platform that connects people who have knowledge to those who need it. It helps bring various perspectives together to empower everyone and benefit everyone. It is one of the highly used platforms by users for their questions, concerns, etc. This report analyzes the most discussed topics and conversations in the ed-tech space by Quora users.

Key Highlights

- The Indian ed-tech market was estimated to be USD 2,763 million in 2020 and is expected to rise to USD 10,269 million in 2025.
- Initiatives by the Government of India: Through the National Education Policy (NEP) 2020, the government is working towards digitizing education and promoting digital learning, and enabling equitable access to education. Other initiatives include the National Program on Technology Enhanced Learning (NPTEL), Digital Infrastructure for Knowledge Sharing (DIKSHA), and Study Webs of Active-Learning for Young Aspiring Minds (SWAYAM).
- The contribution of e-learning is 58% of the total views on average for ed-tech-related topics and the contribution of online training is 24.8% of the total views on average on Quora.
- The report has divided the ed-tech category into three segments based on conversations on Quora, which are, K-12 education, test-prep, and upskilling.
- The most popular discussion/conversation trends on Quora were identified in the report. For the K-12 category, most conversations were around the Central Board of Secondary Education (CBSE) and concerns regarding identifying the best quality content amongst the amount of content available from different agencies online. In terms of exam and test prep, discussions include questions related ranging from tips and tricks for cracking competitive exams like JEE, NEET, CAT, and government exams to discussing how to inculcate discipline in study routines. When it comes to upskilling-related conversations on Quora, the highest number of discussions and conversations have taken place around the topic of digital marketing and data science courses.

- The report also highlights that based on the analysis of Quora data, in the K-12 and test prep segment, the maximum number of mentions were for the four players, that are, Byjus, Unacademy, Khan Academy, and Vedantu, and in the upskilling segment, the key players in the discussion were Coursera, Udemy, and Udacity.

Read More: [Edtech trends -Based on conversations on Quora \(kpmg.com\)](#)

Author: Ishita Khandelwal, PILOT at Pratham