

The Ed-Tech Industry of India

Presented by: Debdatta Singha (RA2011029010056)

Kirti Kalal (RA2011029010031)

Udarapu Chandu (RA2011029010058)

R.v.v. krishna (RA2011029010063)



Table of Contents

- Problem Statement
- Challenges and Objectives
- About the dataset
- Current Market
- Big Gaints
- Growth Drivers
- Stakeholders
- StoryTelling
- Inference
- Future Aspects
- References



Problem Statement

Ed-Tech industry has revolutionized the education system in India. It has seen a boom during the COVID-19 era where Digital learning became a major provider of education. There are many questions regarding the performance and various KPI's of the major Indian ed-tech startup ecosystem.

Challenges and Objectives

 [BACK TO AGENDA](#)

Objectives

- 📌 To understand and visualize the Ed-Tech Industry.
- 📌 To look after the scope for new EdTech entrants into the industry.
- 📌 To understand the change in the pertaining education system.

Challenges



Edtech companies face challenges such as low digital literacy.



Limited access to technology and inconsistent infrastructure.



Collaboration is key to overcome these hurdles.

About the dataset

EdTech (a combination of "education" and "technology") refers to hardware and software designed to enhance teacher-led learning in classrooms and improve students' education outcomes.

Web-based educational platform providing video content and online tests. It provides content material for school curriculum and skill development. It also offers a video library, preparation tips, model tests, and pre-scheduled live classes for admission preparation, competitive examinations, and university courses.

The dataset has been acquired from Kaggle about the 80 ed-tech startups in India present on the play store. Various information has been acquired such as the size, score, ratings, reviews, content Rating, etc.



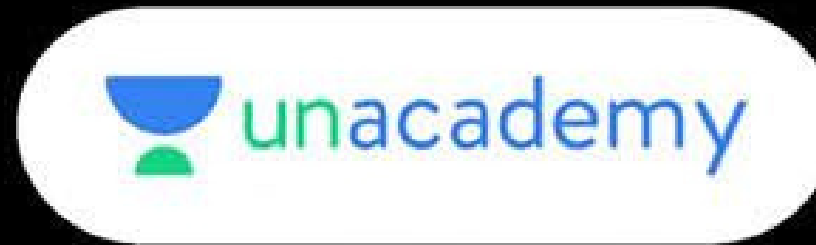
Current Market

- The edtech market in India was worth \$10 billion and projected to grow at a CAGR of 20% over the next five years. Major players included BYJU's, Unacademy, Vedantu, Toppr, and Simplilearn. The government launched initiatives such as the National Education Policy 2020 and PM eVidya program to promote online education. The market is expected to continue growing due to increasing adoption of online learning solutions and government support.

Big Gaints in the Ed-Tech Industry



- Byju's - India's largest edtech company



- Unacademy - India's largest learning platform.



- Vedantu - Online tutoring for K-12 students.

Growth Drivers

Increased internet penetration, adoption of digital learning tools, and demand for upskilling and reskilling are driving the growth of edtech in India.

Stakeholders

01

Students are the primary stakeholders in edtech.

03

Edtech companies themselves are key stakeholders in the industry.

02

Educators and educational institutions are important stakeholders for edtech companies.

04

Government and other researchers.

Story-Telling

The storytelling around the visualization of the Ed-Tech space revolves around two major portions.

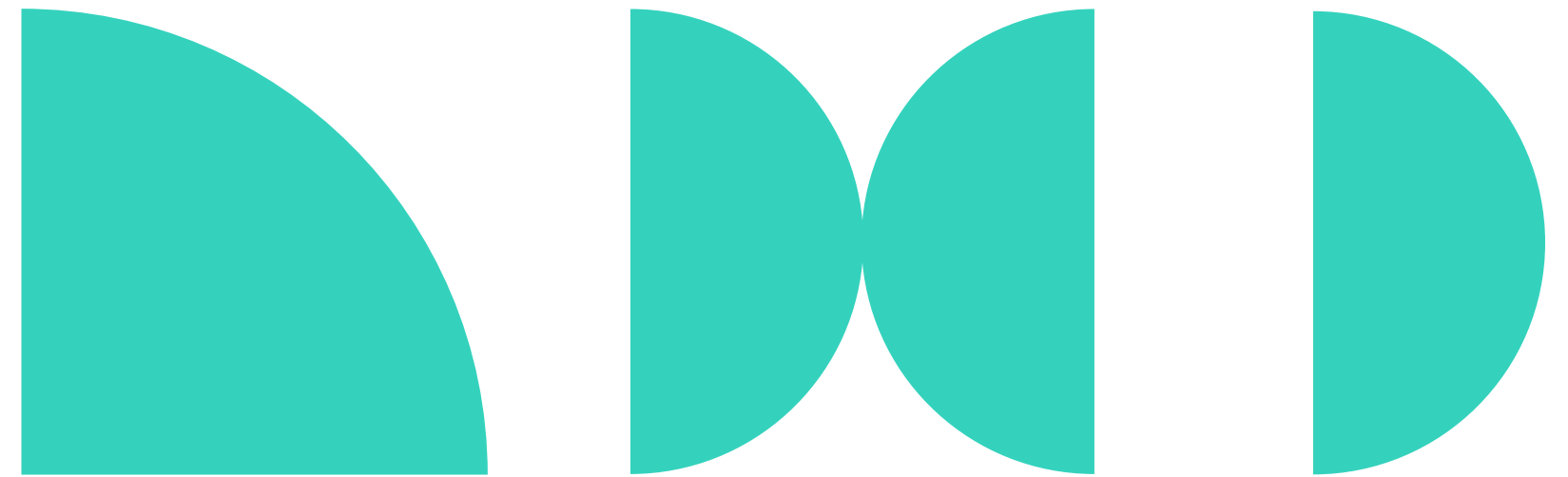
1. The Growth: The Ed-Tech startups started in the 2010s however a great boon was seen in 2018 after 2018, it launched the National Digital Education Architecture (NDEAR) program to provide a unified digital infrastructure for all schools and colleges in the country. A major change could be finally seen during the Covid 19 era.

2. Upcoming trends and Challenges: Even starting such an educational revolution there are still some day-to-day challenges such as pedagogy, and technology. A fine balance between technology and level of education remains a big issue.



Inferences

The Edtech industry continues to grow as more companies invest in education technology. Companies need to focus on creating innovative and engaging apps to stand out in a crowded market. With the right approach, Edtech can help transform education and provide new opportunities for learners worldwide.



Top Rated EdTech Apps

- Edtech is a growing industry with a projected value of \$252 billion by 2020.
-
- The top rated edtech apps on the Google Play Store include Duolingo, Khan Academy, and Photomath.
-
- Revenue models for edtech companies include subscription-based, freemium, and advertising-based models.



Khan Academy



duolingo



photomath
smart camera calculator

Future Aspects for Companies

As technology continues to shape education in India, companies can focus on personalized learning, edtech integration, and skill-based training.

 [BACK TO AGENDA](#)

References

- Dataset
- Photos- Goggle
- Importance of Edtech Industry
- List down your reference here

● **BACK TO AGENDA**



Thank you

**For joining us today as we explore the
exciting world of Ed-Tech in
India and its future prospects.**