From ‘Think & Learn’ to ‘Tomorrows Skill- Today’, EdTech has started gaining importance in our country in recent times. Neither do they allow you to think nor do they allow you to learn and grow. Considering themselves as ‘India’s largest learning platform’, these EdTech such as BYJU, Unacademy, and Vedantu, have started controlling the market and it didn’t take much time for them to rule. However, we also need to know the reason behind their coming into power. We all know one man’s loss is another man's opportunity. Similar happened in the case of these EdTech companies. The pandemic gave them a boost to succeed well in India. What not we have seen during the pandemic- from free courses to free lectures starring India’s biggest teachers. But are they still efficient? The question remains unanswered.

MP Kanti Chidambaram said in the Lok Sabha,” Edtech companies are engaging in predatory marketing practices, where they prey upon aspirational poor people who want to give their children a better education and supplement their education which they are not getting in a government school.” This suggests what the companies want. No one focuses on education; their main focus remains on how they can profit more. Although accessibility is easier, we should see does a student learns everything. It is opposite to a classroom environment. Here only we see the teacher’s perspective. Whenever a query is raised by the student, it is up to the teacher to solve their doubt. It is seen many a time; the question remains unanswered. There cannot be any replacement for the teacher-student bonding that is seen in the classrooms. From solving every doubt to manifesting most of the time for the student's betterment, the digital environment fails in every prospect.

Sometimes it is seen the cost of taking up a course is high. Moreover, it is seen, the quality of teaching does not match the cost. The main aim of these companies is to convert the basic pack subscribers to premium subscribers. They do not allow me to take the subjects a student requires. They will force you to take buy for all the subjects; thus the price for the product remains that high. The companies promise live tutoring sessions and individual attention would be given to each student. However, that does not happen most of the time. Their attention session would generally find a student among hundreds of other students and thus no attention is seen.

However, it is completely wrong to say EdTech is looting Indian students of their dreams. It is fair to say those companies which are allowing you to study at well-known institutions and universities are allowing you to do well in life. For instance, Coursera, Udemy, and many other digital platforms, which are also a part of the EdTech industry, are allowing you to learn from the best universities in the world. The main conclusion to what I say is that the education that can be accessed in the schools and colleges is better there and not in any other EdTech companies.