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A STUDY OF IMPACT OF EDTECH COMPANIES ON EDUCATION WITH SPECIAL REFERENCE TO BYJUS AND VEDANTU

Dr. Mitali Sharad Gupta Assistant professor, Dr. Ambedkar Institute of Management
Studies and Research.

Mr. Pratik Warkhedkar Senior Executive, Wipro Limited.

Abstract

The Covid-19 pandemic has prompted a greater use of online learning tools and platforms. While in-person classroom experiences are on hold, digital tools enable schools and colleges to maintain learning continuity. To conduct classes, schools and colleges are now using platforms such as Microsoft Teams and Google Meet. A growing number of students are enrolling in classes through online learning platforms such as BYJU'S, Vedantu, Topper, and Meritnation, among others. Most parents believe they do not have enough time to educate their children on their own. With the increased use of smartphones and tablets, this trend will only continue to rise! This study will identify the impact of various edtech startup companies on education and also study the positive and negative side of edtech start up like vedantu and byjus.

Keywords: Edtech, Byjus, Vedantu.

Introduction

Today, virtual classrooms allow us to bring teacher-student interaction as close to a live, in-person experience as possible. However, it is impossible to deny that the pandemic has accelerated the adoption of technology to facilitate the transition from traditional to online learning. Technology-enhanced education makes it more accessible and equitable. The whole point of "online study" is to bring students and their mentors/teachers closer together, because even after coaching hours, a teacher can stay in touch with the student via mediums such as Telegram, ensuring that no student feels alone or unheard in any situation. Parents all over the world are willing to go above and beyond to ensure that their children receive the best education possible. Because competition is fierce, parents prefer to provide additional learning support in the form of private tuitions. And, with the advancement of technology, Online Tuition has grown in popularity because it is no longer necessary for the teacher and student to meet face to face for knowledge sharing. The growing popularity of online tuitions has put parents in a quandary: should they choose online tuition or traditional coaching classes. The education industry is one of the world's largest and most important, but it has been making slow progress toward digitalization and innovative learning methods for many years. This industry, however, underwent a digital revolution as a result of the health crisis. Startups began developing new online learning platforms and tools to keep children interested in their studies. Indeed, they redefined educational norms through the use of artificial intelligence, machine learning, digitization, and automation, resulting in more efficient and engaging education delivery channels. Without a doubt, the EdTech startup scene has expanded significantly and is now brimming with apps and various online tools. Here's how EdTech startups are reshaping education's future.

The Covid-19 pandemic has ushered in a golden age for India's educational technology startups. However, if current trends are any indication, this party will not last forever. When the Covid-19 outbreak began in India in March 2020, the country's largest ed-tech platform, Byju's, saw six million new students enroll in its courses. Another 7.5 million were added the following month. Byju's competitor Vedantu, which hosts live online classes for school children, clocked 75 million hours of content consumption in 2020, with 6.3 million students accessing its material across the K-12 category and competitive exams prep.

Objective

- To know the impact of Edtech app like byjus and vedantu on schools.
- To know the advantages and disadvantages of edtech app byjus and vedantu.
- To study the effectiveness of edtech start up on education.

Conceptual framework

The e-learning solution digitises the traditional classroom environment and simplifies teachers' and faculty's daily work. There are numerous online learning and course stages that provide the opportunity to learn, create, and sell online courses.

Education entails more than what you learn in school and college. It is also what you learn from your surroundings and the internet. The Internet has now become such a valuable resource for learning almost anything. Educational websites and apps do an excellent job of providing a platform for anyone who wishes to learn and hone their skills. Because of COVID-19, online education has become even more important this year, and it is critical to understand which platform you should use to learn and improve.

EdTech

EdTech is a one-of-a-kind combination of education and technology. Given that education is one of the most traditional industries in the world, this combination is a game changer. As a result of technological advancements, classrooms are now virtual. IT tools are being introduced to improve student learning experiences and to provide new opportunities for teachers.

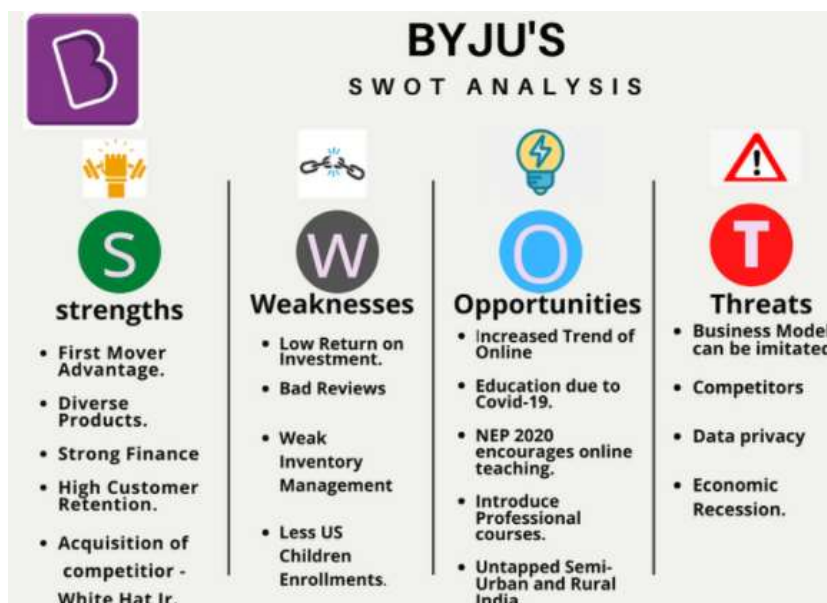
- BYJU's
- [Unacademy](#)
- [GradeUp](#)
- [Toppr](#)
- [Simplilearn](#)
- [Khan Academy](#)
- [Meritnation](#)
- [Coursera](#)
- [Vedantu](#)
- [Udemy](#)

Byjus

Byju's has grown to become India's largest Ed-Tech (Learning) company. The idea is to reinvent how students learn and turn learning into a game through their learning classes and, as a result, the learning app.

Byju's classes provide preparation for a variety of competitive examinations. It is now India's leading provider of supplemental school curriculum classes for grades 6-12, as well as test preparation for the CAT, JEE, IAS, GMAT, and GRE. With their fun learning sessions, they aim to provide high-quality, engaging, and accessible education.

They have handpicked the best teachers from India, and they use copyrighted teaching techniques to make learning enjoyable and effective for students. Their team of teachers employs cutting-edge technology to provide the most basic of education to young minds, preparing them for the long term. This platform provides engaging and interactive study material in the form of videos. Byju's sessions for grades 6 through 11 are available to help students with Math, Physics, Chemistry, and Biology.



Source- <https://www.thedailymarketing.in/post/byjus-the-learning-app-analysis>

Pros:

- Classes will be taught by a variety of excellent teachers from India.
- Video lessons and personalized learning are used as modes of instruction.
- They provide comprehensive tutoring services.
- A variety of exercises will be available for practice so that we can become thoroughly acquainted with the subject.
- Subject revision will be accomplished through both teaching and testing.

Cons:

- It is not a cost-effective option.
- It can take a while to connect to the internet.

Features:

- Attend the class reception at your leisure and according to your schedule.
- You can go over lessons as many times as you want.
- To ensure complete preparation, all lesson videos are mapped to the curriculum.
- Take chapter-by-chapter tests and get in-depth analysis.
- Students can study at their own pace with adaptive learning.
- Result-oriented, structured programmers with basic and advanced modules, as well as problem-solving abilities
- Each lesson and course intuitively adapts to the scholar's training pattern and aptitude.

Vedantu

Vedantu is an Indian Interactive Online Tutoring Platform where teachers provide tuition to students via the web using a real-time virtual learning environment called WAVE (Whiteboard Audio Video Environment), which was developed in-house. The online tutoring platform provided by Vedantu allows for LIVE interactive learning between an educator and a student. It provides both individual and group classes. In Vedantu, an educator can provide personalized instruction by using two-way audio, video, and white boarding tools that allow both the teacher and the student to see, hear, write,

and interact in real time. Consider it a specialized version of 'Skype' for education. Vedantu serves students in grades 6 through 12 and prepares them for college boards, competitive examinations, and co-curricular activities.

Quick Stats on Vedantu	
Founder	Vamsi Krishna, Pulkit Jain, Saurabh Saxena & Anand Prakash
Year Founded	2011
Origin	Bengaluru, Karnataka, India
No. of Employees	6,000+
Company Type	Private
Market Cap	\$ 100 Million (2021)
Annual Revenue	Rs 35.8 Crore (2020)
Net Income/ Profit	Rs 10.44 Crore (2020)



Source- <https://iide.co/case-studies/swot-analysis-of-vedantu/>

Pros:

- On time and with an honest package for its tutors.
- Learners have the opportunity to grow as a result of this provision.
- Provides a vibrant workplace that does not tolerate underperformers.
- Workplace culture that is welcoming
- Decision-making autonomy
- Listed as one of the best online tutoring services

Cons:

- There is no wiggle room, and there is little work/life balance.
- Customer service could be better.
- There were no clear objectives in addressing issues.
- Tutors have few days off.
- Countless working hours

- Unprofessionalism on the part of some management members

Ed-tech Collaborating with schools

The ongoing Covid-19 crisis has made it mandatory for schools to adopt technology as soon as possible, and the transition is much easier with EdTech startups. It would also allow these institutions to benefit from future advancements in the sector, in which these EdTech startups would be investing heavily given the demand. It is still a new experience for both students and teachers. This could pave the way for comprehensive digitization of education while adhering to standard schooling practises if the right platform is used. Schools require a dependable technology partner, preferably one that specialises in EdTech and can provide a tailored solution to meet specific demands and challenges.

Research methodology

This research study relies on secondary data. The aforementioned secondary data is gathered from various sources, such as E-Learning reference books, Web Portals, Online Education, and so on Learning at a distance. Secondary data for this research study is also gathered from various magazines and newspapers. E-Learning, Web Portals, Online Education, and Distance Education Journals Learning. Secondary data for the aforementioned research study is also gathered from various websites and search engines providers of online information and engines

Literature review

1. The use of educational technology is shifting toward fee-based enterprise-level applications and free, open-source collaboration and presentation tools. Educational technology is enabling teachers to restructure classroom time for purposes other than the transmission of factual information, and to take an evidence-based approach to instructional innovation and reform.(Monaghan, Michael ,2011).
2. The app is interactive, comfortable, and effective, according to the majority of respondents. However, the study also discovered that some users are unable to effectively use this App for personalised learning because they are not regular app subscribers. For the average Indian student, a regular subscription is prohibitively expensive. Byju's App is working hard to change the educational landscape and will undoubtedly reach a large number of people if it can be made more affordable.(Palliyalil, Sruthi,2020)
3. During the COVID-19 pandemic, Byju's app was a leading online education brand, with 85 percent of parents subscribing to this mobile app for their child's education. As a result, the coronavirus crisis aided Byju's app's rise to the top of India's online education providers.(Sigma Sathyan,2021)
4. Coronavirus is one of the most prevalent patterns in word search clustering, with the education system at the helm and preventive measures in place to restore balance to the educational system. In the last year, there has been a significant increase in the number of online platforms. Existing educational institution assets have effectively converted traditional education into new-age online education with the help of virtual classes and other key online tools in this ever-changing scholastic setting. The most popular online platforms for conducting classes are Microsoft Teams, Zoom, Google Meet, and WebEx, and whiteboard software tools and learning apps such as Vedantu, Byju's, and Whitehat Junior have been major market players in the education system over the pandemic year.(Ashwani Kumar Kansal,2021)

Findings

Objective wise finding

- **To know the impact of Edtech app like byjus and vedantu on schools.**

The ongoing Covid-19 crisis has made it mandatory for schools to adopt technology as soon as possible, and the transition is much easier with EdTech startups. It would also allow these institutions to benefit from future advancements in the sector, in which these EdTech startups would be investing heavily given the demand. It is still a new experience for both students and teachers. This could pave the way for comprehensive digitization of education while adhering to standard schooling practices if the right platform is used. Schools require a dependable technology partner, preferably one that specializes in EdTech and can provide a tailored solution to meet specific demands and challenges.

- **To know the advantages and disadvantages of edtech app byjus and vedantu.**

Byju's is undoubtedly one of the most famous online learning apps ever due to their effective advertising and marketing strategies. Byjus has a really wide reach due to all the various courses available on its site. The only con is that Byjus is really expensive. Vedantu is another major player in the e-learning sector. The USP of Vedantu is its unique model of having 1-on-1 live student teacher sessions. Only problem associated with vedantu is Unprofessionalism by some members of the management.

- **To study the effectiveness of edtech start up on education.**

Collaboration with EdTech startups will greatly benefit schools and colleges. It is possible for schools to – through such collaborative ventures.it Delivers a platform that simplifies education while also making it more accessible and interactive. Students Get immediate tech support .it Encourages mass digitization, which will become the new norm in the coming years. It Provide adequate assistance to teachers who are adjusting to the age of digital learning.



Source- <https://www.statista.com/chart/22145/most-popular-e-learning-platforms-in-india/>

As homeschooling continues to be popular in many Indian states, e-learning platforms have seen a surge in popularity. According to a YouGov survey, the most popular tool in India is Byju's, with 65 percent of parents reporting that their children have used it. According to their parents, runner-ups Academy and Vedantu were only used by about 30% of children.

According to YouGov's survey, roughly half of Indian parents are hesitant to send their children back to school. 48 percent of parents reported that their children were learning well by using online platforms on their own. 55% of parents said their children were now enrolled in an online learning platform, up from 40% prior to the pandemic.

Conclusion

College and high school education are no longer dependable. Many people believe it is corroding the

minds of young and brilliant students. Furthermore, the students' tuition is far too high for a degree. Due to the pandemic, millions of students have begun learning online and searching for top educational websites and apps in the last six months. It is clear that educational websites play a critical role in the development of the nation's young minds, and thus the nation's future. If you want to make a difference, traditional education is insufficient. As a result, use apps and educational websites to jumpstart your career and hone your skills.

E-Learning, or web-based learning systems, will be the future of education in the coming years. It is a boon to society because it is accessible to all segments of society. The expansion of the E-Learning system can help a country like India achieve a higher level of economic development, education, and literacy. Not only will online education benefit students, teachers, and professionals, but it will also provide a diverse opportunity for corporations to expand their business opportunities. The education industry has shaped people's success for many decades. However, in the modern era, EdTech has taken over to transform the traditional classroom setup through the use of new approaches to learning and teaching. As a result, EdTech startups are proactively guiding the future of education.

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