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Management Institute
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LEXICON CENTRE OF EXCELLENCE

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ABSTRACT

This abstract is purely based on market survey. It includes in-depth quantitative and qualitative information that helps us to understand current business situation. Hence, only authentic source of data is taken as the resource material in the report. More than 4450 start-ups are established in India last year. Impact of COVID-19 has created tremendous demand. Still 56% of the learners believed and preferred to whiteboard and blended learning model. Geographics, demographics, market analysis: Demand, Growth and Competition is thoroughly done in this paper. This study provides a complete 360-degree analysis that involves numerous macro and microeconomic factors that add to the growth of EdTech in India. The scope of the report covers education type in different tiers of cities and in detail market overview such as market size and impact of **COVID-19** on India online Education Market. Market Determinants with the purview of Demand and Supply in India and in-depth analysis and forecast of Market Segmentation by different education type, cities in tier 1, tier 2, and others. It also involves competitive analysis of product benchmarking and product pricing analysis and includes various company profiles in Indian Online Education Market. We will see the trends of growing popularity of online learning in EdTech market. This Report gives a clear glance of Relevance, Clarity, Uniqueness, Likeability, Persuasion and Ease of understanding to the readers. We will also discuss pros and cons of Online education and various challenges considering day to day change in technology.

Keywords: EdTech, Technology, COVID-19, Online education Market, Future projections.

INTRODUCTION

India established the Right of Children to Free and Compulsory Education Act (RTE) in 2009, envisioning a future in which all children aged 6 to 14 years are enrolled in school. In the ten years since, the percentage of children who are not enrolled in school has plummeted to 2.8 percent, the lowest in India's history.

The 2019 National Education Policy (NEP) aims to solve these issues by expanding RTE to include pupils aged 3 to 18. One of the report's recommendations is to use EdTech to enhance learning through apps, online student communities, and course delivery that goes beyond "chalk and talk."

It also recognizes artificial intelligence (AI), virtual reality (VR), and blockchain as inevitabilities in India's education ecosystem. The EdTech industry attracted \$1.6 billion in funding during 2014–19, crucial to bridging learning gaps.

One of NEPs recommendations is harnessing EdTech through app– based learning, online student communities, and lesson delivery beyond 'chalk and talk'.

Not only primary and secondary education, but also higher education, are affected by issues of quality and relevance. Automation is also having an impact on people's professional lives. EdTech plays an important role here as well. It can enhance job security by making higher and technical education more accessible (for those who were unable to study it during their formative years), as well as facilitating the transfer of knowledge to working professionals.

India slipped down from its rank in Global Competitiveness Report by 10. India ranked 68 among 141 countries according to GCI report 2019.

India's Overall Performance With Respect to South Asia and Lower Middle Income Group Countries

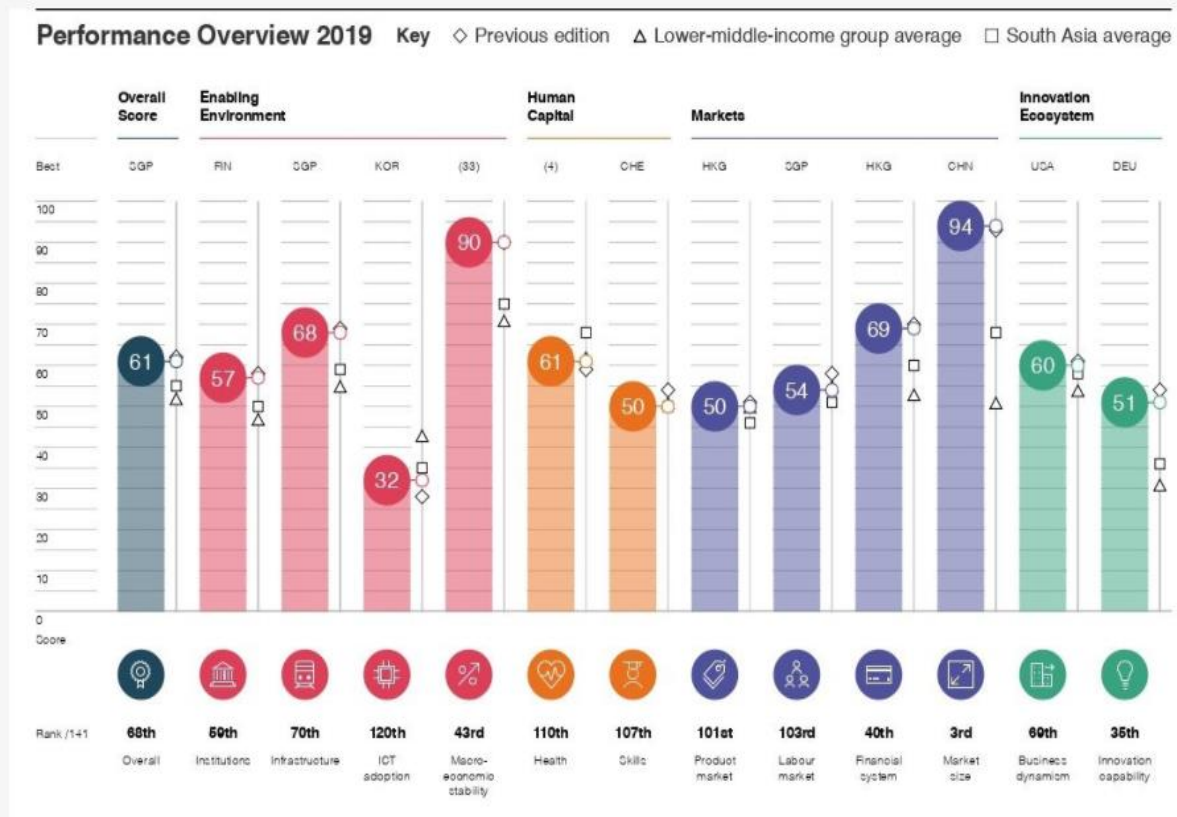
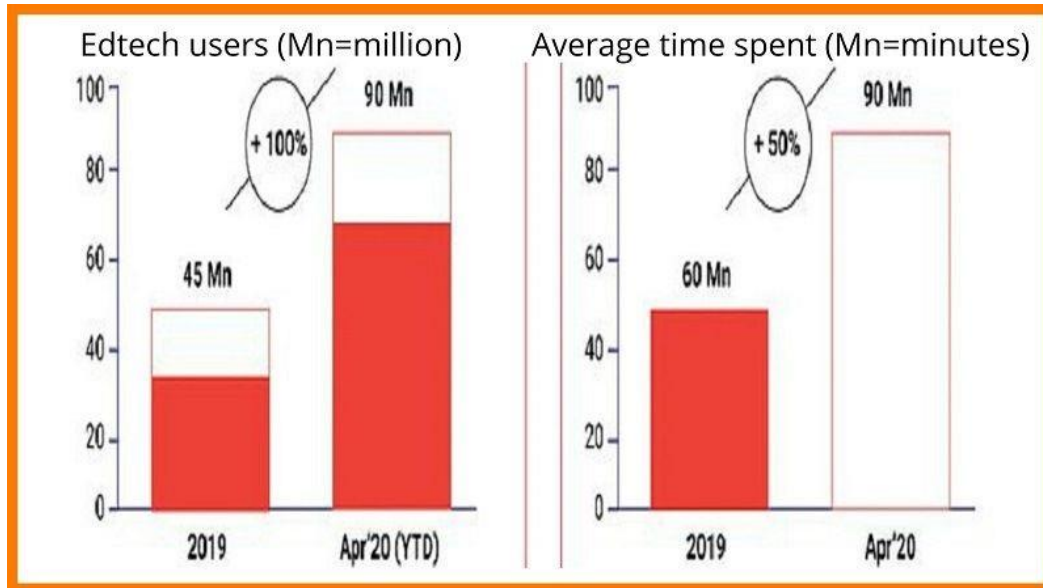


Figure 4: India's Performance All Pillars in GCI Report, 2019. Source: World Economic Forum, The Global Competitiveness Report 2019

With growing innovation capacity in emerging economies, India should better focus on balancing the technical integration and human capital investments for global employment across developed countries. Further, the GCI report gives an overall understanding of the institutions and their practices across the globe. So, the policymakers across the different spectrum must use this report as one of the policy guiding books to address the issues of contemporary India, where some of the indicators like health, social capital development and labour rights are performing very low.

Today Only in Education Industry Sector, EdTech Industry alone is the 200-billion-dollar industry with the belief that the global Education System will go paperless soon. Current modernization of teaching system by implementing technological advancement like AI and ML to achieve convenience in each electronic devices such as iPads, Android Phones, PCs, etc. COVID-19 in India since January 2020 changed the scenario of learning which boosted innovation and investment in the EdTech Sector. The EdTech user base has a growth from 45 million to 90 million in K-12 & post K-12 sector. The time spent has more increased by 50 percentages that has changed from 60 minutes to 90 minutes.



Based on current situation there are certain gaps in the EdTech Market in India. It is pertinent for start-ups to understand the problem in the current scenario based on the knowledge gap with the purview in online education to make this feasible enough for student to rely on EdTech products in the market. The challenges or problem awareness of educational technology may not be limited for a long period but in current times these are gaps which become rationale for conducting this research.

1. What preferred language need to be addressed according to the region?
2. How to use blended learning model?
3. What can be done to make online education affordable to the consumer of different income groups in Tier1, Tier2, Tier3 Cities?
4. What are the various problems occurring in online mode of learning with comparison to offline learning?
5. What technology aspects should be implemented to make it more accessible for the end user to understand and grasp the system?
6. How can we comply the message as a responsible Start-up or government to student who resist to change from traditional approach of learning?
7. Where the market competition is less in the forthcoming career option for the student?
8. How much is the affordability of a consumer in a different income group to afford our different type of product's range?
9. What are the various problems occurring in online mode of learning with comparison to offline learning?
10. What are the target audience In EdTech Industry in India?

- 11. What is the current state of education in India across K12 and Post-K12, and what are the key challenges?**
- 12. Why is EdTech well-placed to tap into this opportunity over the next few years?**
- 13. What is the size of the opportunity/prize at stake for EdTech players over the next few years?**

Knowledge Gap Keywords: Languages, Blended Learning, Affordability, Problem Statement, Consumer Worthiness, Accessibility, Competition.

Scope of work

Scope of the report will follow education type with cities Tier. The report covers the analysis of EdTech in supplementary education in the K12 and Post-K12 segments. In the K-12 typically it covers grade of student with a different age group segments and in post-K12 it covers Test preparation and higher education in different background. The research will follow a structure which tells us about

- **Scenario and current challenges for EdTech in India.**
- **Set of Suggestion for entrepreneurs on Sales, Marketing and product Design**
- **Quantitative study with Internal and external stake holders**

Framework

The EdTech Readiness Framework is critical to EdTech's ability to create disruption in both K12 and Post-K12 (ERF). The ERF is an important statistic for tracking the EdTech market's growth drivers. Its four pillars are as follows:

- **Digital adoption among families and individual:** Internet usage in the country has exceeded half a billion people for first time, pegged at 566 million, driven by rural internet growth and usage. It is now estimated that there are 251 million internet users in rural India, and this is expected to reach 290 million by the end of 2019, the report said.
- **Awareness of EdTech:** 80% students in K12 aware of EdTech. India has over 250 million students attending 1.3 million schools, and over 15 million competitive exam takers every year. Higher digitisation and improved accessibility have got the wheels of change turning. By 2021, the online education market in India is valued at \$1.96bn, according to KPMG.
- **Willingness to pay for EdTech solutions:** 60% of aware users willing to pay for EdTech products.
- **Funding in EdTech companies:** \$1.6 BN+ private investments flow during 2014 to H12019.

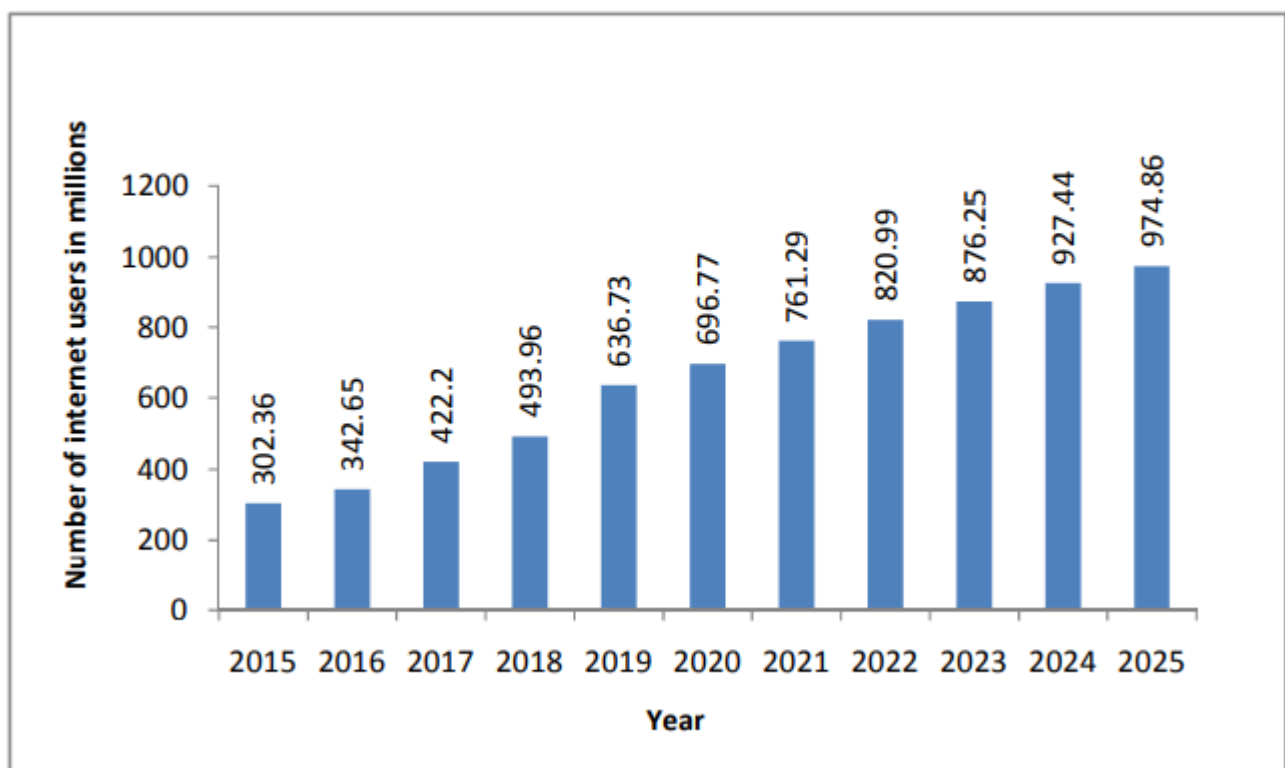
HYPOTHESIS

Our hypothesis will provide a clear picture of adaptation of EdTech Education in India. It helps to bring EdTech Education so It can completely modernize the learning model through revolution the scope of online education in India.

RESEARCH AND ANALYSIS METHODOLOGY

We tried using mixed method design that integrates aspects of both approaches' insights. The research methodology followed a **quasi-consulting** approach, obtaining inputs from the key stakeholders in the EdTech space – entrepreneurs, investors, and customers. Data collection includes both **qualitative and quantitative** data analysis techniques have been used. The methodology overview is designed basis of in-depth interview across city tiers and income segments with a higher focus on lower city tiers and income segments. We took personal efforts on survey and taken authentic external survey given in Scholars journals. we also took references from various Medias and communication sites, educational platform in Internet to collect data.

Figure 1 Number of internet users in India



Source: <https://www.statista.com/statistics/255146/number-of-internet-users-in-india>

According to Statista which also can be analysed in the chart, the internet users have more than doubled in year 2020 as compared with year 2016.

In 2020, India had nearly 700 million internet users across the country. This figure was projected to grow to over 974 million users by 2025, indicating a big market potential in internet services for the south Asian country. In fact, India was ranked as the second largest online market worldwide in 2019, coming second only to China. The number of internet users was estimated to increase in both urban as well as rural regions, indicating a dynamic growth in access to internet.

That is why it becomes important to EdTech companies in India to get well placed to tap the opportunity here since the size of the online market going to multiply with approx. 975 million users.

Despite the country's enormous number of internet users, internet penetration levels took longer to catch up. At the same time, women in India have far fewer internet users than men, and this disparity is even more pronounced in rural areas. Similarly, due to a lack of internet literacy and technological know-how, internet usage among older persons in the country is lower. India's digital footprint has enormous capacity to develop if underprivileged populations, such as women, the elderly, and rural residents, are encouraged to use the internet.

The Ministry of Human Resource Development (MHRD) of India announced various free digital e-Learning platforms on March 21, 2020. MHRD initiated a number of projects to assist students, scholars, teachers and lifelong learners in their studies. These projects are as follows.

1. **SWAYAM** (<https://swayam.gov.in/>) provides open online courses with one hundred and forty universities approved credit transfer feature. Above nineteen hundred courses are covering school & higher education.
2. **SWAYAMPRAKHA** (<https://www.swayamprabha.gov.in/>) provides high quality educational programs that can be accessed any time through 32 DTH channels.
3. **National Digital Library (NDL)** (<https://ndl.iitkgp.ac.in/>) is a repository of e-content on multiple disciplines from primary to PG level. It has 4.3 crore content (Text / Audio / Video / Simulation / Graphics), harvested from 250 sources; in more than three hundred languages.
4. **e-Yantra** (<https://www.e-yantra.org/>) provides hands on experience on embedded systems.
5. **FOSSEE** (<https://fossee.in/>) is an acronym for Free/Libre and Open-Source Software for Education, which is developed to promote open-source software for education as well as for professional use.
6. **Virtual Labs** (<http://www.vlab.co.in/>) has developed web-enabled curriculum based experiments designed for remote – operation.
7. **e-gyankosh** (<http://egyankosh.ac.in/>) is a National Digital Repository to store and share digital learning resources. Its content is developed by the open and distance learning institutions in the country.
8. **Gyan Darshan** (<http://www.ignouonline.ac.in/gyandarshan/>) is a web-based TV channel devoted to educational and developmental needs for open and distance learners.
9. **Gyan Vani** (105.6 FM Radio) & Gyandhara (web radio) (<http://ignouonline.ac.in/Gyandhara/>) It is an internet audio counselling service where students can listen to the live discussions by the teachers and experts on the topic of the day and interact with them through telephone.
10. **DIKSHA** (<https://diksha.gov.in/>) is a national platform for the teachers and all the other learners.
11. **Epathshala** (<http://epathshala.gov.in/>) provides free access to e-books (class I to XII) through its website and app.
12. **e-PG Pathshala** (<https://epgp.inflibnet.ac.in/>) is a gateway for e-books up to PG level which provides high quality, curriculum based, and interactive content in different subjects across all disciplines.

13. e-ShodhSindhu (<https://ess.inflibnet.ac.in/>) is a collection of e-journals, e-journal archives, and e-books on perpetual access basis. It has more than ten thousand e_journals and more than thirty-one lakh and thirty five thousand e-books.

14. Shodhganga (<https://shodhganga.inflibnet.ac.in/>) is a platform for research students to deposit their Ph.D. thesis and make it available to the entire scholarly community in open access.

15. Shodh Shudhhi (PDS) (<https://pds.inflibnet.ac.in/>) is plagiarism detection software to encourage original information by preventing plagiarism.

16. VIDWAN (<https://vidwan.inflibnet.ac.in/>) is an expert database and a national research network which has profiles of scientists and researchers and other faculty members working at leading academic institutions.

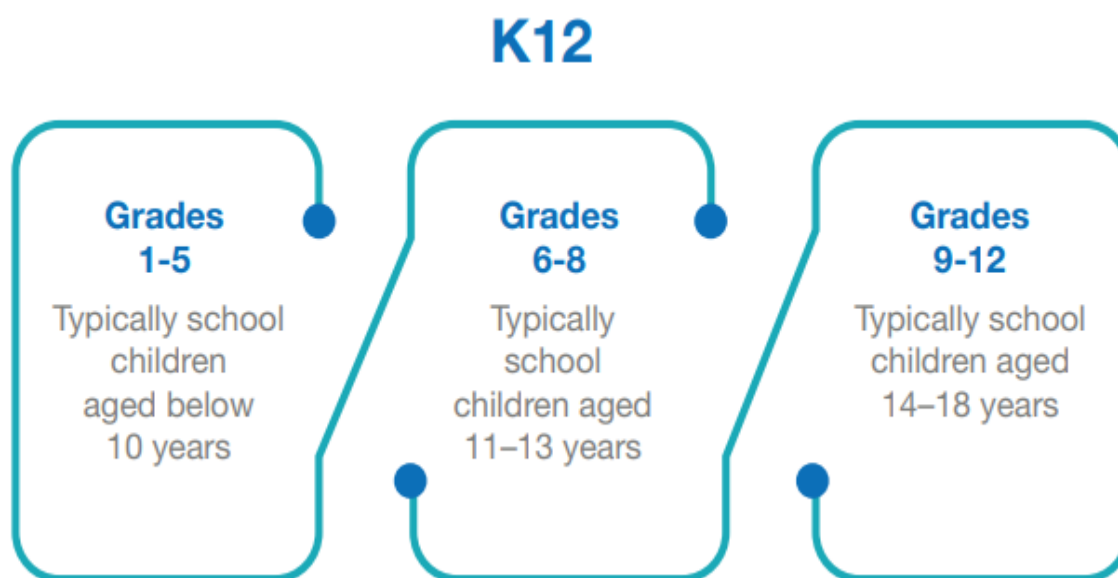
17. Spoken Tutorial (<https://spoken-tutorial.org/>) is a tutorial in IT applications which provides self-training in the IT field.

18. NEAT (<https://neat.aicte-india.org/>) is an AI adaptive learning portal. This is an initiative for skilling learners in latest technologies through PPP model.

19. SAKSHAT (<https://sakshat.ac.in/>) is one stop education portal for addressing all the education and learning related needs of students, scholars, teachers and lifelong learners. The portal provides the latest news, press releases, achievements etc. related needs of students, scholars, teachers, and lifelong learners. The portal provides the latest news, press releases, achievements etc. related to the ministry of HRD.

Key Insights from The K12 and Post-K12 EdTech Market

K-12



The K-12 school system in India is one of the largest in the world with more than 1.4 million schools with **over 250 million students enrolled**, according to a report by EY-FICCI on the education sector in India.

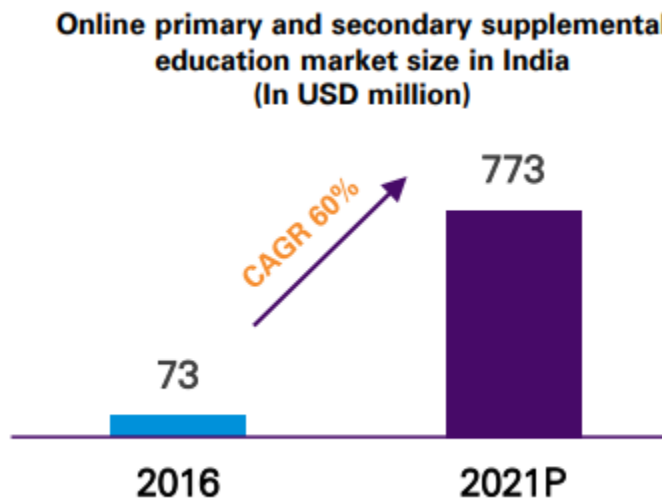
EDTECH EDUCATION IN INDIA

India has the highest number of schools and the highest number of students enrolled in the K-12 system as compared to the UK or the US.

Due to the rise in technology, there is a great impact on the K12 education system. We all know how important it is to adapt the technology for an effective learning environment. Personalized learning, live sessions, communication, discussion forums, collaboration, innovative and learning activities, online resources, accessibility, flexibility, assessment, feedback, classroom administration, and many more features are available through EdTech platforms. AI and ML is integrated with EdTech platforms to enhance the personalised experience to the students.

Besides this, Tuition culture is prevalent in India with estimates of 71 million students taking tuition to supplement their online education. The online education platform like **Byjus, Toppr, Vedantu** have completely driven the EdTech Market. The CAGR reports **60%** more than as compare with 2016. It can be driven further by:

- Evolving consumer behaviour towards online education with the purpose of detailed understanding of subjects rather than just sake of clearing the examination.
- Propagate the online education in rural market as well in teir2 and teir3 cities especially because it has been observed in every industry. Rural market has very huge potential. Be in FMCG or automobile, so be it online education by designing affordable education to all.

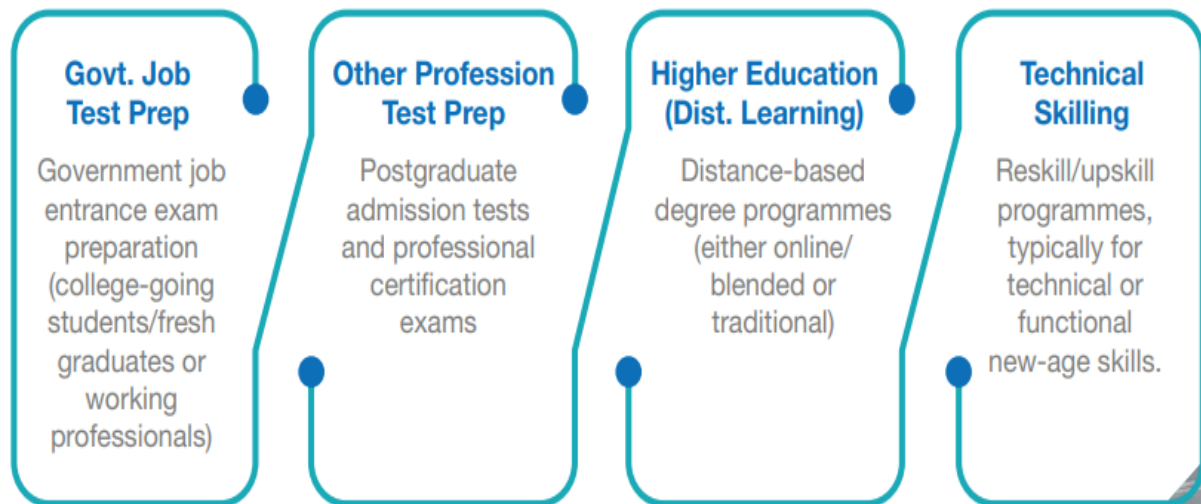


Source: KPMG in India's research and analysis 2017

- Children prefer to communicate in their mother tongue or the language of their community. For efficient delivery and user engagement, businesses must tailor their solutions and embrace language subtleties.
- EdTech has the potential to outperform offline tuition, which fails to meet the key needs of parents raising young children, namely reasoning and habit development. By focusing more on cognitive learning and blended learning techniques, it can be new habit formation for the younger generation.

Post K-12

Post-K12

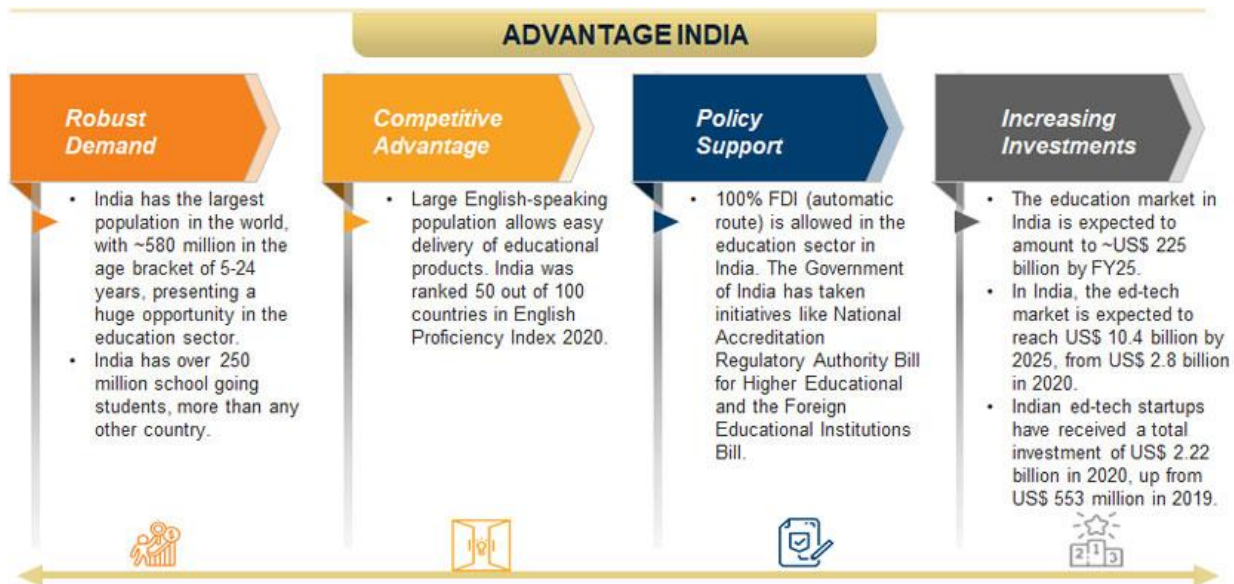


We see EdTech industry growth in India in terms of post K-12 education requirements. There is huge expansion is expected in this market 10 years down the line, approximately \$30 billion in the size By Kaavya Chandrasekaran, EdTech (transaction advisory firm RBSA Advisors). Covid restriction paced up the EdTech scenario, which is why it has shown exponential growth. The EdTech industry received \$16.1B in VC funding, a 32x increase from 500M received in 2010. While the current synopsis show current size is about \$700-\$800 million.

The online higher education market is progressively attracting the attention of investors. The online courses offered by the players include professional certificates, ensuring that students not only learn a skill but also receive a diploma from a reputable university, making it easier for them to obtain a suitable employment.

Indian EdTech start-ups have received a total investment of \$2.22 billion in 2020, up from US\$ 553 million in 2019. 100% percent of FDI is allowed in the education sector in India. Initiatives like National Accreditation Regulatory Authority Bill for higher educational and the foreign Educational Institutional Bill.

By 2025, India's higher education market is predicted to have grown to Rs. 2,44,824 crore (US\$ 35.03 billion). In the English Proficiency Index 2019, India was placed 34 out of 100 countries. The increased use of the internet is projected to aid in the delivery of education. India has one of the largest higher educational networks in the world. Number of colleges in India reached 39,931 in FY19. Number of universities in India reached 967 in FY21 (until December 2020). India had 37.4 million students enrolled in higher education in 2018-19. Gross Enrolment Ratio in higher education reached 26.3% in FY19. Higher education institutes in India are focussing on creating online programmes due to the increasing demand from consumers. In India, the online education market is forecast to reach ~US\$ 11.6 billion by 2026. In India, the EdTech market is expected to reach ~US\$ 3.5 billion by 2022. Indian ed-tech start-ups have received a total investment of US\$ 2.22 billion in 2020, up from US\$ 553 million in 2019.



Key insight from the post K-12 Market

- In the online education business, creating several winners:** Because of the numerous subsegments, EdTech companies must differentiate themselves based on syllabi, language, pricing, pedagogy, offline support, and teacher training.
- Reimagining pricing strategies:** EdTech firms can assist parents and children in determining whether or not their product or service is more suited to their needs than traditional tutoring. A full-featured product might cost up to 70%–80% more than traditional tuition. Pricing for modular products can be reduced even further.
- Offering vernacular language content:** There is a vast potential in the vernacular play in the Indian EdTech market. As per survey it is noted that more than 70% of student are comfortable with learning in their mother tongue. For efficient delivery and user engagement, businesses must tailor their solutions and embrace language subtleties.
- Focusing on cognitive learning and long-term outcomes for younger audiences:** EdTech has the potential to outperform offline tuition, which fails to meet the key needs of parents raising young children, namely reasoning and habit development.
- Building trust through branding, engagement, and results**
 Students' outcomes, such as school exam results, college admissions, or learning competency, provide a unique chance for entrepreneurs to create a brand. Entrepreneurs should concentrate on delivering student outcomes and using these results to establish trust and a brand. Over 55% of active users say digital adverts are their primary source of information. Non-users are equally impressed by the efficiency of digital marketing in raising awareness, with 45 percent claiming to have learned about EdTech through online ads. Digital habits and usage among NHBs are changing. Keeping this in mind, businesses should make efficient use of digital media.

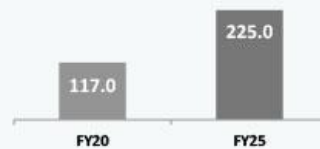


EDUCATION

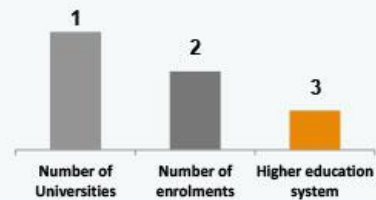


MARKET SIZE

Education Industry in India (US\$ billion)



Global Rank



SECTOR COMPOSITION

Pre School Market

Expected to grow at 23% CAGR between 2017-22



Higher Education

Private universities with 39% share in FY19; US\$ 35.03 billion by 2025



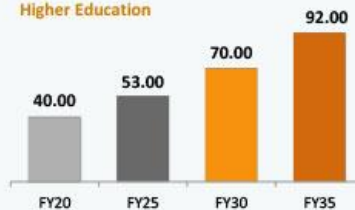
Private Education

Private coaching sector stood at Rs 51,712 crore (US\$ 7.5 billion) in 2018



KEY TRENDS

Expected Growth in Student Enrolment in Higher Education



Number of Colleges



GOVERNMENT INITIATIVES

Skill development and vocational education and training (VET) between India and Australia

ATAL online faculty development programme

'MyNEP2020' platform to invite suggestions/inputs/memberships from stakeholders for preparing drafts for development of the National Professional Standards for Teachers (NPST) and the National Mission for Mentoring Program Membership (NMM)

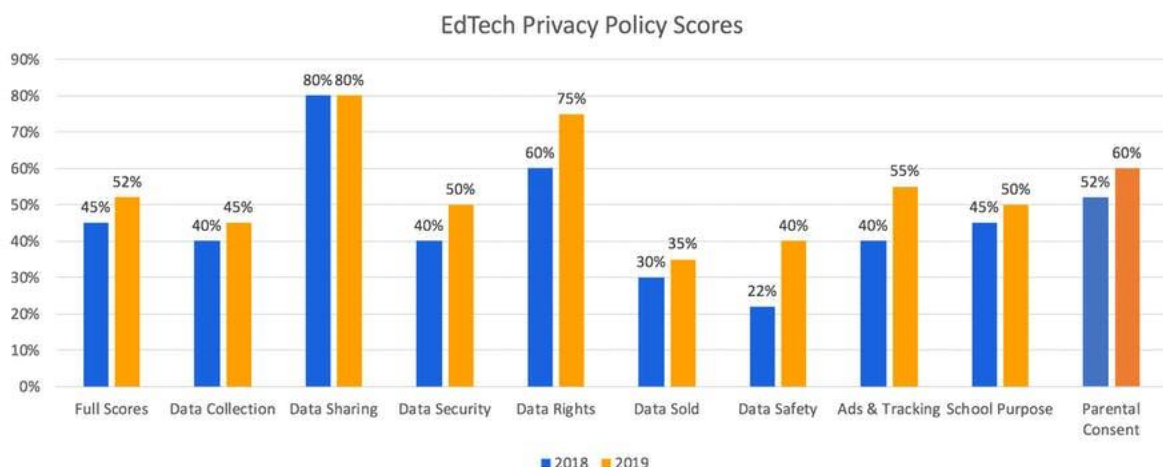


ADVANTAGE INDIA

- **Robust demand:** India has the largest population in the world, with ~580 million in the age bracket of 5-24 years, presenting a huge opportunity in the education sector.
- **Competitive advantage:** Large English-speaking population allows easy delivery of educational products. India was ranked 50 out of 100 countries in English Proficiency Index 2020.
- **Policy support:** 100% FDI (automatic route) is allowed in the education sector in India. The Government of India has taken initiatives like National Accreditation Regulatory Authority Bill for Higher Educational and the Foreign Educational Institutions Bill.
- **Increasing Investments:** The education market in India is expected to amount to ~US\$ 225 billion by FY25. In India, the ed-tech market is expected to reach US\$ 10.4 billion by 2025, from US\$ 2.8 billion in 2020.

CHALLENGES IN ONLINE EDUCATION IN INDIA

- Most of the online education relies solely on the internet. The key problems of online education are internet connections, equipment such as computers or smartphones, energy, and data packs.
- Electricity is always not available in all sections of the country. Many people find the cost of fully utilising the online education facility to be prohibitive.
- In a virtual classroom, students may become side-tracked by other websites on the internet; parental supervision is not always available. All student's parents are not internet knowledgeable or diligent enough to grasp and know what kind of online content their child is accessing.
- Practical, continuous evaluation tests, and examinations that are supposed to be completed at regular intervals are all having issues. Exam invigilation in the online mode appears to be inept in comparison to that in the offline mode.
- Most EdTech start-ups lack proper UI and UX. This makes it hard for the end users to understand and grasp the system.
- There are hundreds of competitors in the market, which makes it tough to stand out and look original.
- Most students are comfortable with a traditional book and whiteboard approach. As a responsible start-up, it is your duty to demonstrate the real value and benefits of EdTech technology.
- It is essential for start-ups to demonstrate that their technologies are completely safe and secure. Help them understand that crucial data will not be lost anywhere in the process. Instead, educators will be able to harness the power of data by using analytics and thus, make better-informed decisions.



- Preferred Language according to the region is a big where 22 languages which are recognized to be officially propagated and encouraged. Alphabetically this includes Assamese, Bengali, Bodo, Dogri, Gujarati, Hindi, Kannada, Kashmiri, Konkani, Maithili, Malayalam, Manipuri, Marathi, Nepali, Odia, Punjabi, Sanskrit, Santhali, Sindhi, Tamil, Telugu, and Urdu. Out of these languages, Hindi is the most spoken language; As per the census of 2001, approximately 422 million people speak Hindi.

State wise language division in India

State / Union Territory	SLanguage 1	Language 2	Language 3	Language 4
Andaman & Nicobar Islands	Bengali	Hindi	Tamil	Telugu
Andhra Pradesh	Telugu	Urdu	Hindi	Tamil
Arunachal Pradesh	Nishi	Adi	Bengali	Nepali
Assam	Assamese	Bengali	Hindi	Bodo
Bihar	Hindi (Bhojpuri and Magahi)	Maithili	Urdu	Bengali
Chandigarh	Hindi	Punjabi	Urdu	Nepali
Chhattisgarh	Hindi (Chhattisgarhi)	Odia	Bengali	Telugu
Dadra & Nagar Haveli & Daman & Diu	Gujarati	Hindi	Marathi	Konkani
Delhi	Hindi	Punjabi	Urdu	Bengali
Goa	Konkani	Marathi	Hindi	Kannada
Gujarat	Gujarati	Hindi	Sindhi	Marathi
Haryana	Hindi (Haryanvi and Mewati)	Punjabi	Urdu	Bengali
Himachal	Hindi and Pahari	Punjabi	Nepali	Kashmiri

EDTECH EDUCATION IN INDIA

State / Union Territory	SLanguage 1	Language 2	Language 3	Language 4
Pradesh				
Jammu and Kashmir	Kashmiri	Dogri	Hindi	Punjabi
Jharkhand	Hindi (Bhojpuri , Magahi , and Nagpuri)	Santhali	Bengali	Urdu
Karnataka	Kannada	Telugu	Tamil	Marathi
Kerala	Malayalam	Tamil	Tulu	Kannada
Ladakh	Ladakhi (Bhoti)	Purgi	Shina	Hindi
Lakshadweep	Malayalam	Tamil	Hindi	Bengali
Madhya Pradesh	Hindi	Marathi	Urdu	Sindhi
Maharashtra	Marathi	Hindi	Urdu	Gujarati
Manipur	Manipuri	Nepali	Hindi	Bengali
Meghalaya	Khasi	Garo	Bengali	Nepali
Mizoram	Mizo	English	Hindi	Manipuri
Nagaland	Naga Languages	English	Hindi	Assamese
Odisha	Odia	Bengali	Telugu	Hindi
Puducherry	Tamil	Telugu	Malayalam	French
Punjab	Punjabi	Hindi	Urdu	Bengali
Rajasthan	Hindi (Rajasthani)	Punjabi	Urdu	Sindhi
Sikkim	Nepali	Hindi	Bengali	Urdu
Tamil Nadu	Tamil	Telugu	Kannada	Urdu

EDTECH EDUCATION IN INDIA

State / Union Territory	SLanguage 1	Language 2	Language 3	Language 4
Telangana	Telugu	Urdu	Marathi	Kannada
Tripura	Bengali	Kokborok	Assamese	English
Uttar Pradesh	Hindi (including Awadhi , Bhojpuri, Braj Bhasha and Khari Boli)	Urdu	Punjabi	Nepali
Uttarakhand	Hindi (including Garhwali , Kumaoni , and Jaunsari)	Urdu	Punjabi	Bengali
West Bengal	Bengali	Hindi	Santali	Urdu

SUGGESTION AND DISCUSSION

To provide the finest education to pupils, adjustments in the entire educational system are essential, so that their health and eyes are not harmed by online learning. The same content should be broadcast on television for those who do not have access to the internet, so that even the poorest members of society do not miss out. The examination and evaluation system can be changed to open book system where a mixture of assignment, case studies, hypothesis, project, and presentation etc will be the elements of score grades with video and audio monitoring during whole examination period.

The EdTech Industry should primarily focus on delivering product of all competitive exams, Online course, etc in the market through the digital technology blended with AI and other algorithms. This whole concept of business in India's EdTech market is very new and latest.

Product Accessibility experience both on our web application and on our mobile application based in latest technology so the end user enjoys the seamless experience.

Technology in education is more important than ever. eLearning in the form of videos, text quizzes is a valuable use of technology, where users follow up in their own pace with ease at their own study time hours and latter follow with their instructors for live mentoring, applied practical exercises, group discussions or collaborative projects with others. This would-be effective use **of blended learning model**.

Going local with the use of local vernacular language give us a leverage on new offerings and solutions in various Indian languages. Using **AI and Bots** to enhance education delivery models and automate their backend process

It includes readers adaptive eBooks, designed course content, mentor consultation, medium of instruction, etc. according to the convenience of the students. Major spoken language includes Assamese, Bengali, Bodo, Dogri, Gujarati, Hindi, Kannada, Kashmiri, Konkani, Maithili, Malayalam, Manipuri, Marathi, Nepali, Odia, Punjabi, Sanskrit, Santhali, Sindhi, Tamil, Telugu, and Urdu.

CONCLUSION

EdTech market is revolutionizing the traditional or conventional way of education and the cheery on top for EdTech booming is Covid-19 restrictions for physical/ offline mode of education. The research methodology shows it clearly the scenario of online education market in India. The internet accessibility made the EdTech Scenario possible in the country and from the speed India is investing **in 5G, IOTs, AI and ML** is shaping the country towards online education which is the need of the hour.

In today's world, the traditional educational system is simply not feasible. Although a substitute for the online education system has been discovered, as detailed in this research report, more should be done in this area.

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