



KEY TAKEAWAYS REPORT

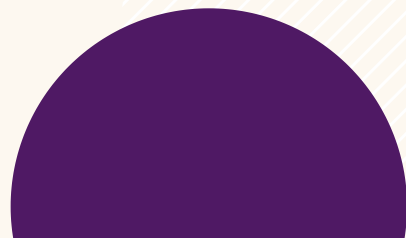
THE FUTURE OF EDTECH

DECEMBER 2022

Organised by

techarc

Supporting partners



KEY TAKEAWAYS

- Ed Tech is here to stay and grow. It is not simply a pandemic effect, and it will continue to reorient itself in response to market demands.
- Some of the major challenges that Ed Tech faces are inadequate infrastructure, a lack of investment, and recognition by official institutions and big companies for job prospects.
- Delivering an engaging and personalized learning experience necessitates the use of the appropriate technology infrastructure and tools. This should be practiced in both e-learning and traditional educational institutions.
- The importance of language in e-learning cannot be overstated, especially in a country like India. Education technology companies must focus on creating more localized content for the masses so that it can reach remote parts of the country.
- The government and large corporations have a significant role to play in the Ed Tech domain. To create a more defined learning environment for students in which their e-learning is recognized and put to good use, collaboration between Ed Tech companies, the government, and large corporations is required.
- Ed Tech is not a replacement for traditional education. Both must coexist in order to address access issues and technological inefficiencies in the education system.
- Ed Tech-led innovation is possible when there is a business component.
- Private Ed Tech firms can only innovate and grow if they have good business opportunities. Only government support for private Ed Tech providers allows for a non-profit model.



KEY TAKEAWAYS

The future of education technology looks bright. By 2029, the global EdTech market is expected to reach \$300 billion. Experts believe that Ed Tech is much more than a pandemic product. Experts, for example, predict positive growth in key domains such as health and fitness, religious learning, and the entertainment sector, such as music e-learning courses.

The government also has a significant role to play in the Ed Tech sector. The government is not hostile to Ed Tech firms and is taking the necessary steps to create a favorable environment for both Ed Tech firms and students. Because technology plays a significant role in developing the right e-learning ecosystem, democratizing tech resources to the masses is critical.

Ed Tech should not be viewed as a replacement for traditional educational institutions. The idea is to empower the teacher with the right technology and rich teaching tools to educate students. Techarc believes that a synergy between online and offline institutions is required for the Ed Tech sector to thrive.

Major Challenges Faced By Ed Tech Sector In India

- The real revolution in India's Ed tech sector will occur once the masses have access to online study materials. Inadequate infrastructure and poor accessibility are major barriers to the growth of India's Ed tech sector. In remote and rural areas where a stable internet connection is a pipe dream, the majority of people still lack access to e-learning materials.
- To facilitate the growth of India's e-learning environment, there is an urgent need for common ground between the government, Ed tech companies, and traditional educational institutes. The University Grants Commission (UGC) and the All India Council of Technical Education (AICTE) should develop franchise agreement standards so that students can enroll in e-learning programs with confidence.
- In a market like India, Ed tech can only thrive if students have access to the right content via the right mode of communication. For a wider acceptance, the content and its delivery must be simplified. More localized content is required, and teachers must be trained on the ground to deliver that content appropriately in order to have the desired impact.

KEY TAKEAWAYS

- Another major impediment to Ed tech growth in India is parents' concern about their children spending too much time on screens. Because e-learning is device-based, most parents are wary of exposing their children to screens and digital devices for educational purposes. It is necessary to strike a balance between screen time and physical tuition.
- E-learning is not always recommended in an epidemic-free world since a real institute also helps students improve their interpersonal skills, which e-learning ecosystems cannot offer. The need of the hour is to bring technology to educational institutions and create e-learning modules that combine online and offline learning.

We are still in the early stages of Ed Tech, but there is enormous market potential that can only be addressed by a collective intelligence in the technology and content domain.

WEBINAR DETAILS

Webinar Dec 14 2022 11 am IST

The Future of Edtech

Organiser
techarc

Supported by

Moderator

Panelists

 FAISAL KAWOOSA Chief Analyst Techarc	 PROF AYAZ MOON Dean Research Islamic University of Science & Technology	 DR ASHWINI SHARMA Director General Vivekananda Institute of Professional Studies - Technical Campus	 MUBEEN MASUDI Co-Founder Wise Online Teaching App	 PROF RISHI BHARDWAJ Professor Mahindra University
---	--	--	--	--

sheatwork

JKDAF

The one hour live panel discussion was attended by over 50 delegates representing industry, academia, start-ups and the media.

The panelists also responded to some of the important questions raised by the audience.

The diverse panel represented various shades of the Edtech industry and the subject. The experts included:-

- Dr Ashwini Sharma - DG VIPS (Formerly DG NIELIT)
- Prof Ayaz Moon - Dean Research, IUST
- Prof Rishi Bhardwaj - Mahindra University
- Mubeen Masudi - Co-founder, Wise Online Teaching App.

The session was moderated by Faisal Kawoosa, Founder & Chief Analyst, Techarc



Techarc – Technology Analytics, Research & Consulting is a new age technology market research firm offering insights and information services to decision makers offering them a neutral and unbiased perspective about the market, product or service.

The focus areas of Techarc include Consumer Tech, Deep Tech, Digi Tech, Edu Tech, Auto Tech and Assistive Tech. Techarc offers subscription based services as well as executes ad-hoc research projects in these domains.

Leveraging some of the advanced technologies (Restech), Techarc research presents a holistic view of the market, product or service in the fastest possible time with neutral perspectives about the business problems and challenges to support forming growth strategies for businesses. It offers its services to large Tier 1 enterprises, SMEs, start-ups as well as leading advocacy / trade bodies.

Techarc is an institutional member of ESOMAR and MMA. It is the only technology market research group in India with ESOMAR membership.

For more on Techarc, please visit www.techarc.net

