FUTURE OF Ed - TECH START UPS IN INDIA

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KEYWORDS	ABSTRACT
Ed-Tech, startups, online learning.	Due to the importance of education in driving economic growth, traditional learning methods have given way to digital ones. The profound change in the learning approach is the result of the industry's observation of ubiquitous and innovative technology. The combination of technology and education created economic possibilities for Ed-Tech businesses. The sphere of education has seen a lot of evolution after technological development. The change in the technological environment has shifted a large consumer base from primitive methods of education to modern methods of imparting and acquiring knowledge. The world is getting hit by such a severe pandemic COVID-19 that forcefully shifted people to online learning mode during the lockdown period. This situation gave an opportunity to the Ed-Tech start-ups in India to flourish. The research paper focuses on the Ed-Tech start-up's scope in India. The research work also discusses the various factors that might be responsible for the change in the teaching-learning process developed that helps escalate the need of the Ed-Tech start-up in India.

Introduction

The advent of COVID-19 has impacted the human life in number of ways. Among other repercussions of the pandemic, social and physical interactions at the global level have been vastly rammed. Isolation at personal level and social distancing among masses in various nation has accelerated digital awareness and transformation. The pandemic crisis created great imbalance in the school, college and higher education institutions in India. But the widespread and growing need for the modern and digital method of teaching have reshaped the teaching-learning process in current scenario in India. Covid-19 pandemic being one the most evident reason for the new changes and advancement in the learning process. This change accelerated the startup which are based on the teaching- learning process and became the part of the educational revolution in the nation. The educational revolution gave rise to, more and more Ed-Tech startups in India. Byju's, Unacademy, Bank Adda and many more flourished as the most rapidly growing start up type in the nation.

Review of Literature

Ed-Tech

Khanna Prateek el. at., (2023) in the research has discussed about the need of the Ed-Tech start up for transforming the teaching and the learning

process in India. The aim of the research focuses on the critical success factors of the Ed-Tech start-ups.

Sikandar Dr. M.A. el. at., (Dec,2021) in his research paper has discussed about the need for the educational startups in India post Civid-19 pandemic era. The growing working population and corporate sector are also expected fuel the growth of the certification segment of the Ed-Tech. The accelerating demand for Ed-Tech services also brings a good number of job opportunities in the sector and likely to boost the economy in the coming years.

Start Ups

Shukla, Chauhan & Saumya, (2018) in their study presented a formally structured representation of the issues faced by female entrepreneurs in a manner which is mutually exclusive and collectively exhaustive. In the context of emerging economies in fast-developing nations such as India.

Kaur (2017) presented some Startup business challenges and opportunities for Startups. In India, the opportunities for the start-ups are immense, but so are the challenges.

Sarangi (2015) provided Reasons why do most Indian Startups fail? To make Indian Startups actually work, it is necessary to add more constraints to the money supply. An unbridled supply of money is not exactly the best way to go forward.

Online Learning

Sanjeev Gajanan Raikar el. at., (August,2012) in the research shows a positive inclination of consumers towards e-booking due to the quality in service, notification facilities, lower prices and information which provides consumers with the satisfaction while booking the tickets.

Deepshikha Aggarwal (February,2009) in the paper title "Role of E-Learning in a Developing Country Like India" presented that E-learning has been adopted in a lesser number being a contemporary concept. The process can observe a growth in the nearer future as more students at universities level are inclined towards E-learning. The pace will shoot up in the coming future by the elimination of barrier i.e., physical touch.

Research Objectives

a.　To determine the shift in the digital teaching-learning process.

b.　To analysis the factors affecting the utilization on Ed-Tech startups.

c.　To understand the shift of consumer for teaching learning process.

Research Methodology

The research work entitled "**Future of Ed-Tech startups in India a**ims to determine the Ed-Tech startups status as well as its consumer's perception towards it. The research also suggests through the research work the factors which lead the consumer towards digital learning process. The study is based on both primary and secondary data. The secondary data is collected from various research papers, magazines, reports published etc., whereas the primary data is collected through questionnaire provided to the target audience which includes students from various universities in the age bracket of 16-25 years. The cumulative responses are 221 out of the total sample size of 250. The data is collected through online questionnaire and

has been sorted, classified and edited for analysis in proper format.

Analysis and Interpretation

The results are derived from the following graphs, charts and tables which are based on the primary data that is collected by the help of the questionnaire. The following results depicts the approach of the consumers towards the education-based startups for the teaching learning process in today's time. The behavior of the customers can be studied through the following:

Age of the respondents
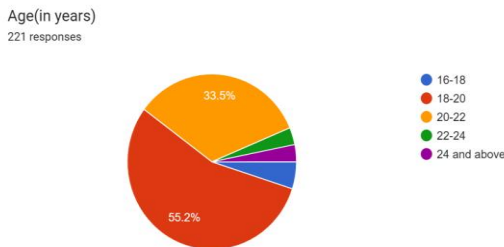
Source: Primary Data

The above pie chart shows that respondent who are between the age group of 18-20 years of age have responded regarding the Ed-Tech start up i.e., 55.2% of the responses. The 33.5% of responses are between the age group are 20-22 years of age. The study also shows that the students who are also between the age group of 16-18 years of age are using the teaching learning process through Ed-Tech startups.
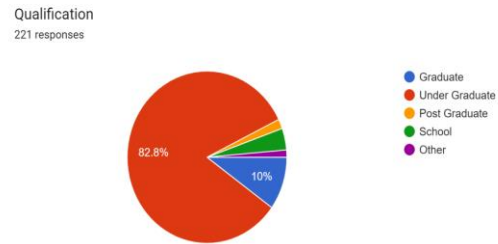
Gender of the respondents
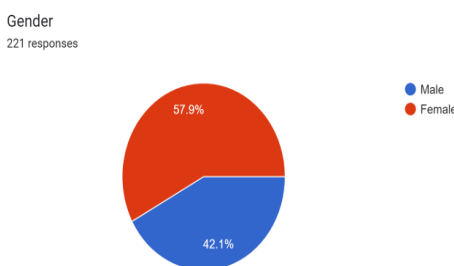
Source: Primary Data

The above chart shows that out of 221 responses 57.9% are female respondents who are using the online platform for teaching learning process. A total of 42.1% are male who are using the online platform for teaching learning process.
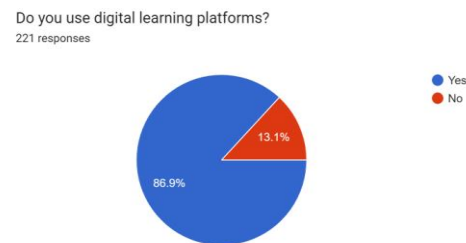
Qualification of the respondents

Source: Primary Data

The data represents that 82.8% of persons are using online teaching learning process and are using Ed-Tech startups are the learning. 10% consumers are graduate who are using Ed-Tech startups for higher studies.
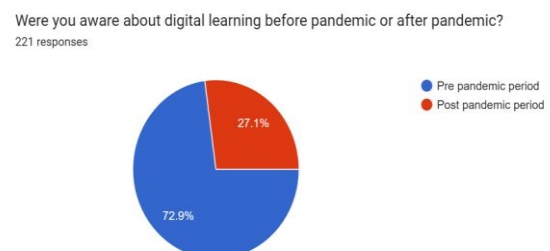
Usage of digital learning platforms

Source: Primary Data

The above pie chart shows that 86.9% of the respondents are using digital learning platforms which are based on various Ed-Tech startups.

**Awareness among the consumers regarding digital learning process**

Source: Primary Data

A total of 72.9% of respondents out of 221 responses are aware about the online teaching learning process before the pandemic COVID-19 hitting the world. A total of 27.1% of consumers came in contact of Ed-Tech startups post COVID-19 period.

Reliable teaching learning process

Which platform you find more reliable for teaching learning process?
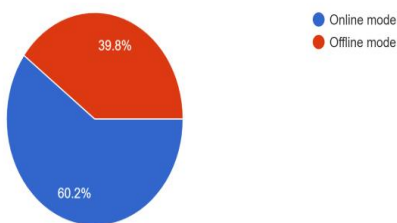221 responses
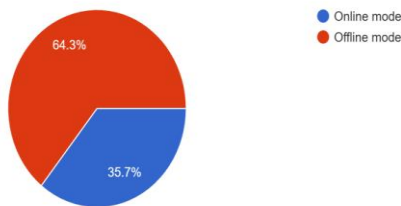
Source: Primary Data

The data shows that 64.3% consumers in recent time are using offline teaching learning mode. The dependency of the consumers on online methods for learning is 35.7%

Cost efficiency between the learning modes

Which platform is more cost efficient for teaching learning process?
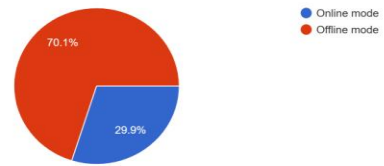221 responses

Source: Primary Data

The results show that majority of consumers considers online mode of learning more cost efficient. 60.2% of total respondents considers Ed-Tech more cost friendly while 39.8% of consumers find offline learning part to be cost efficient.

Interesting teaching learning pattern

Which teaching learning pattern is more interesting?
221 responses

Source: Primary Data

Even though online mode provides accessibility to various learning platforms over the globe but consumer finds offline mode as more interesting for acquiring information. 70.1% out of 221 respondents considers offline mode as friendlier way to gain knowledge while 29.9% of the total consumers find online mode as interesting platform for teaching as well as learning.

Innovative method

Which mode is more innovative for teaching learning process?
221 responses
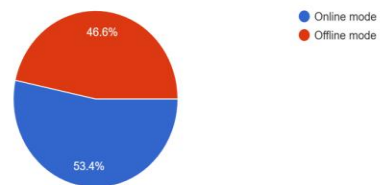
Source: Primary Data

Even though offline mode is more interesting but newest ways to learns and to make the process of the education user friendly Ed-Tech prefer more innovative methods to acquire the customers. 53.4% of consumers out of 221 consumers population prefer offline mode as more innovative mode while 46.6% of the respondents considers offline mode as an innovative mode.

Knowledgeable means for teaching-learning process

Which teaching learning mode you find more knowledgeable?
221 responses
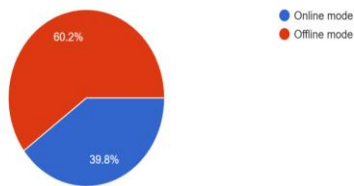
Source: Primary Data

A large share of the respondent i.e., 60.2% considers offline learning method more knowledgeable while 39.8% of respondents considers online method serving them ore knowledge.

Conclusion

The sphere of education has seen a lot of evolution after the development in the technology. The change in the technological environment have shift a large consumer base from primitive method of education to modern method of imparting and acquiring knowledge. The world getting hit by such a severe pandemic COVID-19 that forcefully shifted the people to online learning mode during the lockdown period. This situation gave an opportunity to the Ed-Tech startups in India to flourish. A lot of startup gained a large number of consumers by teaching them with minimum or no cost method. The Ed-Tech startups also preferred various innovative techniques to earn the faith of the consumers. Ed-Tech such as Khan sir, Physics Wallah, Byju's etc., use latest and innovative technique and technology to attract consumers. But after all these initiates a great part of the consumers considers primitive or offline method of teaching and learning as more reliable, knowledgeable and interesting. This could be due to the physical presence of the person who is there for teaching them and make them understand. Even Ed-Tech

start ups are popular in India but there is a lot to be done in the area of acquire the faith of the consumers especially in the field of education. This study clearly shows that Ed-Tech start ups have travelled a long path and there is still some roads not travelled.

Future Scope

1. The research is being done on a restrict age group of students in which the majority of the respondents were studying in different colleges or universities. The researcher in future can change and modify the sample size i.e., the upper as well as the lower brackets of the age group from 25 years and 16 years respectively to draw more reliable conclusions in the study.

2. The research is being conducted was done by considering various factors that can affect the growth of Ed-Tech start ups in India. The research in future can include more factors according to the demand of the research for the research.

3. The research work is done in restricted area that covers majorly Northern parts of the country. The research in future can change or modify the sample collection area accordingly.

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