

India Digital Education Market - By Learning Type (Instructor-Led Online Education, Self-Paced Online Education), By Course Type (Entrepreneurship and Business Management Courses, Science and Technology Courses, Others), By End User (Academic Institutions, Enterprises, Government Organizations, Individual Learners, Others), and By Region, Competition, Forecast and Opportunities, 2028

Market Report (3 business days) | 2023-10-03 | 83 pages | TechSci Research

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Report description:

India digital education market is growing owing to the increasing adoption of smart phones and internet penetration. In addition, technological advancements such as installment of 5G infrastructure for faster internet connectivity and growth in smartphones penetration in tier 2-3 cities has further boosted the demand for digital education. Government policies measures such as Make in India initiative, digital India, and SWAYAM are further increasing the demand for more digital education in the country. Moreover, the cost expenditure in online education is less as compared to traditional programs. Therefore, low-income and middle-income class customers are relying more on digital education platforms. The market is anticipated to be driven by the cloud infrastructure, open content creation, and peer-to-peer problem solving, which enables educational institutions to progress toward digital transformation, thereby relying on digital education establishment for rapid expansion of the target audience. The emergence of effective learning through gamification and animation in digital education precisely for the K12 sector is increasing the demand for digital education in India. Moreover, the rising demand among working professionals and students due to the flexibility of time these applications offer are promoting the development of the digital education market in India during the forecast period.

Digital education is an essential element of learning that is aided by digital technology or instructional strategies that effectively utilize digital technology. This is a new and broad technical sphere which aids any student attain knowledge and gain information from any corner across the country. Mission digital has empowered various sections of Indian society and education is one of them. The digital education occurs across all learning areas and domains that has witnessed significant growth in the last few

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years. Moreover, it is the application of sophisticated digital technology for teaching and learning in both official and informal educational settings within a community. In addition, digital technologies are a powerful instrument that can help improve education in various ways, such as making it easier for instructors to generate instructional materials and providing new methods for people to learn and collaborate. Moreover, these digital education fosters creativity and gives students a sense of success, encouraging additional learning by thinking outside traditional techniques. Digital education is gaining popularity as businesses are facilitating digital technology applications in education to improve teaching productivity, create virtual classroom, promote distance learning, aids in building knowledge and understanding skills, and transformed the innovative way of learning. Numerous benefits of digital education such as personalized learning, gamification, self-directed learning, and blended learning improves digital literacy. Furthermore, the proliferation of various digital education platforms across the globe are enabling remote organizations and individuals to access a complete library of online resources.

Increasing Government Initiatives are Driving the Market Growth

Online education in India has witnessed an enhanced acceptance since last few years. The continuous growth in technology development has become a cornerstone of national education policy. The Government of India has started adopting digital education as a key solution for an effective education to the young generation. In addition, the Government of India's multidimensional steps toward strengthening digital infrastructure, providing internet connectivity to the remotest areas, designing online education programs, and various other initiatives impacting digital education drive in a big way. The prominent initiatives such as Digital Infrastructure for Knowledge Sharing (DIKSHA), National Digital Educational Architecture (NDEAR), and PM eVIDYA Programme are aiding students and teachers to support activities related to education planning and promote & strengthen digital education in India. The government is also focusing on upskilling and making students industry-ready by helping them acquire the skills required for the job. Moreover, government associations are working upon the concept of learning by all, with all, and for all under the framework to adapt the enhanced learning experience for the students. Under this framework, the Government of India has initiated several programs and digital education guidelines with standards to address digital education. The support has proliferated with the launch of several digital education solutions and platforms and offered an innovative technique to make learning experience more enhanced. Furthermore, the New Education Policy included provisions for expanding into online degrees and blended learning, and the regulatory framework has been giving the education industry considerable tailwinds and motivation. Thus, increasing government initiatives are driving the growth of the India digital education market during the forecast period.

Increasing Smartphone Penetration Across India to Drive Technological Adoption

The use of smartphone-based credentials is the organic evolution for the digital education industry. With the clear rising necessity and growth of mobile access, over half of the projected educational institutions are transitioning away from legacy systems to digital learning in the coming years. Around 40% of office workers in the enterprises noted that the pandemic has made digital education an even more important issue. According to Ministry of Information and Broadcasting secretary, India has over 1.2 billion mobile phone users. More than 50% of the entire India population uses a smartphone. The number of smart phone users in India is growing significantly which are enabling users to adopt digital platforms as a convenient solution for learning. According to a report released by the Internet and Mobile Association of India (IAMAI), internet users in India are expected to reach 900 million by 2025. Digital technologies have made it possible to penetrate rural areas and impart quality education to the children residing in the areas that are underdeveloped and have no facilities. This has become possible with the improved rate of internet penetration and the usage of smartphones in the country. Moreover, India has the largest population in the world in the age bracket of 5-24 years with 580 million people, presenting a huge opportunity in the education sector and has over 250 million school-going students with more than any other country. According to UNESCO's 'State of the Education Report for India 2021', the Pupil Teacher Ratio (PTR) at senior secondary schools was 47:1 as against 26:1 of the overall school system. The adoption of smartphones in India has provided a digital platform to the people in rural areas, which has overcome the need for teachers and faculties, and are enabling students to adopt digital education as a solution to skill themselves. Therefore, the increasing penetration of smartphones to drive technological adoption are attributing the growth of the India digital education market.

Rising Investment in EdTech Companies are Propelling Growth

EdTech has certainly emerged as one of the mainstays of the post-pandemic economy for investors and practitioners alike. Many India's EdTech enterprises are integrating the digital in their education platforms. As the country has a huge number of young

population, the growth potential and increased adoption has attracted more investment in education technology and e-learning platforms. Many foreign and Indian investors are investing heavily in educational enterprises in India. According to the data released by Department for Promotion of Industry and Internal Trade (DPIIT), Foreign Direct Investment (FDI) equity inflows from April 2020 to June 2022 had stood around USD 7.92 billion. Additionally, for the year 2022-2023, the Union Budget 2023 had set aside USD 13.5 billion for education. The growing investment in the education system has resulted in the development of highly qualified institutions and resulted in the launch of several online programs. In November 2022, the Indira Gandhi National Open University (IGNOU) launched an online MA program in sustainability science. A total of 100 Indian institutions have been qualified for the Times Higher Education World University Rankings 2023. This investment has resulted in a steep growth of the sector and has increased the success rate of EdTech start-ups. Several funding by the enterprises such as raise of USD 250 million by Byju's in October 2022 through new funding and Edtech startup Sunstone's acceptance of USD 35 million in funding led by WestBridge Capital are enabling ed-tech enterprise to adopt several enhancements in their products. This huge investment has provided an edge to launch several digital education platforms with the entrance in the space of Metaverse education and courses for interactive sessions are drawing attention to more customers to adopt digital education.

Market Segmentation

Based on learning type, the market is segmented into instructor-led online education and self-paced online education. Based on course type, the market is segmented into entrepreneurship and business management courses, science and technology courses, and others. Based on end user, the market is further split into academic institutions, enterprises, government organizations, individual learners, and others.

Market Player

Major market players in the India digital education market are Udacity, Inc., NetDragon Websoft Holdings Limited (Edmodo, Inc.), Coursera Inc., Pluralsight LLC, Udemy, Inc., FutureLearn Ltd., EdX, Inc., Brain4ce Education Solutions Pvt. Ltd. (Eureka), Sorting Hat Technologies Private Limited (Unacademy), and LinkedIn Learning.

Report Scope:

In this report, the India digital education market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

□ India Digital Education Market, By Learning Type:

- o □ Instructor-Led Online Education
- o □ Self-Paced Online Education

□ India Digital Education Market, By Course Type:

- o □ Entrepreneurship and Business Management Courses
- o □ Science and Technology Courses
- o □ Others

□ India Digital Education Market, By End User:

- o □ Academic Institutions
- o □ Enterprises
- o □ Government Organizations
- o □ Individual Learners
- o □ Others

□ India Digital Education Market, By Region:

- o □ East India
- o □ West India
- o □ North India
- o □ South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India digital education market.

Available Customizations:

India digital education market report with the given market data, Tech Sci Research offers customizations according to a

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company's specific needs. The following customization options are available for the report:

Company Information

□ Detailed analysis and profiling of additional market players (up to five).

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(Note: The companies list can be customized based on the client requirement data given for any year represents the market during the period, i.e, April 1 of the former year to March 31 of the latter year. Eg: For FY2024E, the data represents the period, from April 1, 2023 to March 31, 2024.

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