

Key Takeaways from IAMAI EdTech Impact Study Released During the 19th India Digital Summit

Ayushi Agarwal · 22 January 2025

Insights from IAMAI's EdTech Impact Study. Check how iDream Education aligns with its mission to make learning accessible and impactful.

India's EdTech market is experiencing remarkable growth, with its valuation reaching \$7.5 billion in 2024 and projected to soar to \$29 billion by 2030. This expansion signifies not only a boom in the sector but also its increasing role in India's economic landscape. By 2029, EdTech is expected to contribute 0.4% to India's GDP, a significant rise from 0.1% in 2020.

IAMAI's EdTech Impact Study was released at the 19th India Digital Summit. The study was undertaken by the Internet and Mobile Association of India (IAMAI) in collaboration with Grant Thornton. IAMAI's EdTech Impact Study 2025 outlines key trends and insights into India's Ed Tech sector. It also highlights the potential of ed-tech in driving innovation, creating new opportunities, and reshaping the future of education in India.

Here are the key points highlighted in IAMAI EdTech Impact Study

EdTech is Bridging Geographical Divide

- The study indicates that 98% of teachers and 69% of parents recognize the significant role of EdTech in bridging geographical barriers. It is making education more accessible across remote and underserved areas. This alignment is enhancing employability across various sectors, contributing to India's goal of creating an inclusive, future-ready education system.
- The report emphasizes that EdTech platforms offer access to high-quality educational services, resources, and courses that may not be available locally. These include interactive modules, video lectures, and virtual classrooms, ensuring students from all backgrounds can access quality education, regardless of their geographic location.

EdTech's Impact on Learning Outcomes and Workforce Readiness

- The IAMAI's Ed-Tech Impact Study reveals that 85% of students give credit to EdTech for their improved learning outcomes. Moreover, 86% of users emphasize the affordability of EdTech courses, and 87% of students appreciate its role in developing real-world skills such as coding and AI, highlighting its importance in workforce readiness.

EdTech is Expanding Access to Education for Rural and Marginalized

Learners

- The report highlights that 98% of teachers recognize EdTech's contribution in providing quality education to learners from rural and marginalized backgrounds, while 61% of students appreciate the availability of content in regional languages. However, challenges such as connectivity issues and a lack of adequate support for Divyang students persist, offering opportunities for further growth and innovation.

EdTech as a Key Enabler of the National Education Policy (NEP) 2020

- With rapid adoption and continuous innovation, the EdTech sector has become a key enabler of the National Education Policy (NEP) 2020. The NEP advocates for personalized, multidisciplinary learning and the seamless integration of technology. EdTech platforms are turning these visionary principles into tangible outcomes by offering interactive content and flexible learning modules that cater to diverse learning needs.

Leveraging the 4A Framework To Enhance Education through EdTech

- The report highlights how the Indian EdTech sector has effectively addressed critical gaps in traditional education systems by applying the 4A Framework: Academic Quality, Accessibility, Affordability, and Advancing Employment. A standout achievement is EdTech's commitment to accessibility, particularly in rural and underserved areas, where it has played a pivotal role in increasing student participation and bridging geographical divides.

Recommendations in IAMAI EdTech Impact Study for Advancing the Sector

- The report outlines several key recommendations for stakeholders to enhance the EdTech sector's growth and impact such as:
 - It is recommended that the 18% GST on EdTech services be revised to improve affordability. Additionally, targeted subsidies and stronger public-private collaborations are proposed to foster greater accessibility.
 - Service providers are encouraged to adopt hybrid learning models, offer skill-based courses in high-demand fields like AI and data analytics, and maintain transparency in their operations.
 - The ecosystem should also prioritize last-mile solutions, including offline access and regional language content, while promoting responsible technology use, ethical AI practices, and enhanced cybersecurity.

These strategic measures will enable the sector to scale effectively and create lasting impact through EdTech.

At iDream Education, we are happy to see the findings of the IAMAI EdTech Impact Study align with our core mission

Having spent over eight years in the EdTech industry, we deeply believe in the potential of digital learning solutions to make education accessible, affordable, and impactful, particularly for last mile learners. iDream Education is one of India's digital education content providers

Our offline, bilingual NEP-aligned LMS and digital content, designed to work seamlessly across all hardware and operating systems. We work in collaboration with CSR initiatives, NGOs,

foundations, hardware partners, and other ecosystem players to enable digital learning in schools across India, overcoming geographical barriers. Some of the solutions we bring are Smart Classes, Learning Tablets, Digital NCERT Content, Smart ICT Labs for schools.

Together, we strive to break geographical barriers and deliver digital learning opportunities in schools and at homes across India. In addition, our **Personalized Adaptive Learning (PAL) LMS** bridges learning gaps and empowers students to reach their grade-level competencies, driving improvements in learning outcomes.

If you are looking for a comprehensive and impactful EdTech solution for school or at home learning, we would be happy to collaborate with you. Contact us at +91 7678265039. Let's connect to bring education and technology closer to learners, improve learning outcomes, ensure workforce readiness, and contribute to the expected growth of EdTech in India. You can also share your details here or write to us share@idreameducation.org