

Media Coverage

Publication	Date	Edition	Link	Headline
Styleheavens	6 Nov 2021	Online	https://styleheavens.com/as-schools-and-colleges-reopen-edtech-sector-boosts-employment-and-investments-experts/	As schools and colleges reopen, edtech sector boosts employment and investments: experts



The Covid-19 pandemic has helped the massive growth of the education technology sector that has led to huge numbers of employment in the sector, but experts believe that as schools open, this upward trajectory is likely to solidify. The pandemic has fundamentally changed the way we teach and learn, and funding for education technology has remained optimistic leading to the adoption of advanced technology, and growth in both revenue and employment, CIEL's Director of Human Resources Services and CEO Aditya Mishra told PTI.

"We estimate that there are more than 10,000 active jobs across permanent levels and roles in the industry. Apart from these, there are at least 50,000 temporary jobs in the education technology sector," he noted.

However, labor intensity in terms of hiring, investments and new enrollment is expected to decrease slightly as the brick-and-mortar model starts operating normally, he said.

"The number of new startups in the space will eventually decrease. Despite lower growth rates, the momentum will continue because many schools and students are not yet covered by education technology.

"The New Education Policy (NEP) will continue to act as a facilitator of sector growth. In the coming years, we will see consolidation in the industry that will result in the emergence of a few key players for each sector within education technology," he said.

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Shantanu Roj, CEO and Founder of TeamLease Edtech said the Indian edtech sector has attracted huge capital investment and this will continue for the next few years. He noted that educational technology has not only helped maintain the continuity of institutions, but has also helped them become more efficient and better managed.

"Most organizations agree that it will be difficult to balance cost, quality and scale without technology," he added.

Rogge also said technology in education has also helped create new products, improve customer satisfaction, personalize learning and improve ratings metrics. "This is in line with the growing number of users, high engagement in learning and assessments, and increased personalized learning requirements," he added.

Rogge said the education technology space in India has seen a steady recovery since 2013 with investment and funding increasing 5 times between 2013 and 2016.

However, the COVID-19 pandemic in 2020 has proven to be a watershed moment for the education technology industry as a whole, online learning specifically has seen a huge rise among students and professionals alike.

"The demand from industry and organizations for education technology and related services has grown by about 140% in the past 14 months.

"Educational technology is now prevalent – it not only supports classroom learning but has helped create new forms of education that can help traditional learners and staff," he said. Rogge added that educational technology has emerged as a growth force supporting the economy through investments and new jobs.

"Employment in the education technology sector has grown to 50-60% compared to pre-Covid 19 times. The different roles that have emerged over the past two years did not exist in previous years.

"Student advisors, online educators, virtual lab teachers, online assessment managers, remote monitors, student engagement executives, student career advisors, course managers, etc., are new roles created by educational technology," he added.

Genius Consultants CMD RP Yadav said that educational technology has become an integral part of education, however, there is a possibility that growth will slow slightly after schools open.

But he explained that growth will continue to increase by about 40-50% for the next 2-3 years as there is still a large gap between supply and demand.