

Bharat Survey for EdTech 2025

Gujarat Factsheet



1,250
Randomly sampled
households



250
Sampled
teachers



HOUSEHOLD SURVEY FINDINGS

1. Access to Technology

- **Ownership of smartphones:** 88% of surveyed households own at least one smartphone, with 78% of households owning more than one smartphone.
- **Child level access to smartphones:** 85% of children from surveyed households have access to smartphones.
- **Frequency and duration of access:** On average, 79% of children with smartphone access use them daily. On a given day, 89% of children use their smartphones for at least 30 minutes. On average, children use smartphones for ~1.53 hours in a day.

2. Usage of EdTech

- **Awareness of EdTech:** 87% of children are aware of EdTech.
- **EdTech usage:** 58% of children use EdTech. While 13% of children have discontinued the use of EdTech after using it in the past, 16% are aware of EdTech but have never used it.
- **Frequency of EdTech usage:** While 89% of EdTech-using children use it daily, 10% use it a few times a week.
- **Commonly used tools:** YouTube is the most popular tool (used by 97% of EdTech-using children), followed by WhatsApp (80%), Google (50%), G-Shala (21%) and WhatsApp/Meta AI (12%).

3. User Sentiment Around Education and EdTech

- **Perceived impact of EdTech:** 94% of EdTech-using children report improved learning outcomes from the use of EdTech.
- **Reasons for non-usage of EdTech:** Top reasons for non-usage despite awareness include children not knowing how to use it (cited by 47% of non-users), health-related issues (30%) and not being considered safe (26%).

4. Usage of GenAI for Learning

- **Awareness of GenAI:** 42% EdTech-using children have heard of AI and 36% know of its application for learning.
- **Usage of GenAI:** 34% of EdTech-using children use GenAI for learning; 20% of GenAI-using children use it multiple times a week, whereas 78% use it daily.



1. Access to Technology

- **Access to devices in school:** 72% of teachers have access to at least one technology device in school.

2. Usage of EdTech

- **EdTech awareness:** 96% of teachers are aware of EdTech.
- **EdTech usage:** 74% of teachers use EdTech. While 14% have used it in the past but no longer do so, 9% are aware of EdTech but have never used it.
- **Frequency of EdTech usage:** While 75% of EdTech-using teachers use EdTech daily, 23% use it a few times a week.
- **Commonly used tools:** YouTube is the most popular tool (used by 59% of EdTech-using teachers), followed by Google (46%), WhatsApp (43%), ChatGPT (34%), DIKSHA (23%) and E-pathshala (23%).

3. User Sentiment Around EdTech Adoption

- **Perceptions around teacher training on EdTech usage:** 72% of EdTech-using teachers have attended training or workshops related to the use of technology for teaching in the past 12 months. 85% of EdTech-using teachers express interest in receiving future training on technology use.
- **Perceived impact of EdTech:** 88% of EdTech-using teachers agree that EdTech leads to improved educational outcomes. 81% of EdTech-using teachers believe that using EdTech helps them significantly save time.
- **Reasons for non-usage of EdTech:** Top reasons for non-usage despite awareness include health-related issues (47%), perception of it being a waste of time (39%) and not helping teach better (26%).

4. Usage of GenAI for Teaching

- **Awareness of GenAI:** 82% EdTech-using teachers have heard of AI and 78% know of its application for teaching.
- **Usage of GenAI:** 76% of EdTech-using teachers use GenAI for teaching and school-related activities; while 27% of GenAI-using teachers use it multiple times a week, 72% use it daily.



DATA TABLE FOR HOUSEHOLD SURVEY

Indicator	Level of Insight	Overall	By Settlement		By Gender		By School		
			Urban	Rural	Male	Female	Govt.	Private	Aided
Access to Technology									
Households with smartphone access (% overall)	State	88%	86%	90%	89%	86%	81%	98%	100%
	India	90%	91%	89%	89%	90%	89%	89%	96%
Avg. number of smartphones in household (% of houses with smartphones)	State	2.22	2.30	2.13	2.08	2.39	2.17	2.51	1.51
	India	1.74	1.96	1.61	1.81	1.67	1.68	1.83	1.73
Households where children have smartphone access (% overall)	State	85%	82%	87%	85%	85%	76%	98%	100%
	India	72%	78%	69%	74%	70%	74%	65%	90%
Children that have daily access to smartphone (% of children with access to smartphones)	State	79%	81%	77%	70%	90%	87%	90%	1%
	India	66%	66%	65%	66%	65%	63%	70%	63%
Average time spent on smartphone by child in a given day (hours)	State	1.53	1.69	1.37	1.82	1.18	1.88	1.14	0.99
	India	1.31	1.30	1.32	1.45	1.15	1.42	1.19	1.19
% of children who always have access to internet when using smartphone (% of households where children have smartphone access)	State	69%	66%	73%	71%	68%	72%	57%	97%
	India	70%	71%	70%	72%	68%	70%	70%	75%
Top reasons for non access to smartphones by children	State	Limited phone balance or data recharge (77%), network / internet issues (58%), health-related issues (40%)							
Usage of EdTech									
Awareness of EdTech (% overall)	State	87%	86%	88%	86%	88%	84%	90%	100%
	India	81%	88%	77%	82%	80%	79%	81%	96%
Usage of EdTech (% overall)	State	58%	51%	66%	52%	65%	56%	51%	97%
	India	63%	71%	58%	64%	62%	60%	60%	87%

Children who use EdTech daily (% of EdTech-using children)	State	89%	91%	87%	89%	89%	87%	90%	92%
	India	58%	56%	60%	59%	58%	55%	63%	58%
Top learning activities undertaken by children (% of EdTech-using children)	State	Practice and doubt solving (76%), exam or test preparation (52%), self-directed learning (49%) and attending online classes (24%)							
Top EdTech tools (% of EdTech-using children)	State	YouTube (97%), WhatsApp (81%), Google (50%), G-Shala (20%), WhatsApp/Meta AI (12%)							

User Sentiment Around Education and EdTech Adoption

Respondents that think in-school learning is "completely sufficient" (% overall)	State	94%	95%	93%	92%	96%	92%	99%	94%
	India	61%	65%	59%	63%	60%	59%	64%	65%
Respondents that believe EdTech has improved educational outcomes (% of EdTech-using children)	State	94%	93%	95%	93%	95%	94%	98%	88%
	India	75%	74%	77%	76%	75%	76%	78%	65%
Respondents that believe EdTech helps parents support child's learning significantly (% of EdTech-using children)	State	87%	90%	85%	87%	87%	90%	81%	89%
	India	45%	47%	43%	44%	46%	49%	43%	36%
Respondents that believe EdTech poses risks for children (% of EdTech-using children)	State	53%	55%	52%	66%	41%	40%	59%	95%
	India	60%	60%	60%	61%	59%	58%	63%	61%
Top reasons for not using EdTech	State	Child not knowing how to use it (47%), health-related issues (30%), not being safe (26%)							

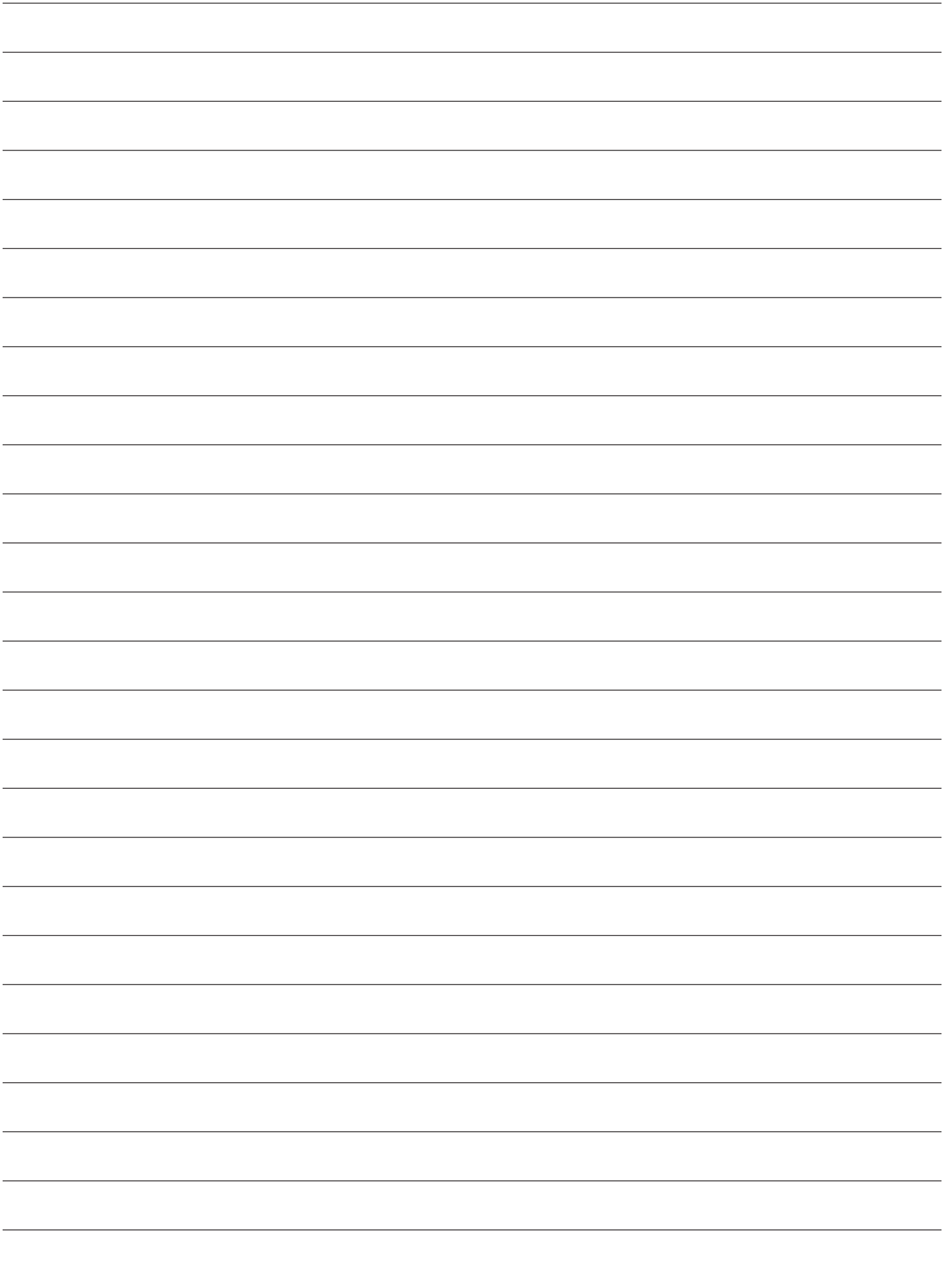
Usage of GenAI for Learning

Have heard of GenAI (% of EdTech-using children)	State	42%	48%	38%	53%	32%	53%	22%	36%
	India	50%	57%	46%	51%	50%	48%	53%	52%
Use GenAI for learning (% of EdTech-using children)	State	34%	38%	31%	45%	25%	40%	19%	35%
	India	35%	39%	32%	36%	33%	33%	37%	35%



DATA TABLE FOR TEACHER SURVEY

Indicator	Level of Insight	Overall	By Settlement		Indicator	Level of Insight	Overall	By Settlement	
			Urban	Rural				Urban	Rural
Access to Technology									
Teachers that have personal smartphone (% overall)	State	96%	97%	96%	Teachers who have access to at least 1 type of device in school for teaching (% overall)	State	72%	69%	74%
	India	98%	98%	98%		India	69%	71%	68%
Usage of EdTech									
Awareness of EdTech (% overall)	State	96%	95%	97%	Usage of EdTech (% overall)	State	74%	70%	76%
	India	98%	98%	98%		India	87%	89%	86%
Teachers who use technology for teaching/related activities daily (% of EdTech-using teachers)(% overall)	State	75%	82%	70%	Top activities undertaken by teachers (% of EdTech-using teachers)	State	Communication (62%), lesson preparation and delivery (52%) and self-directed learning (36%)		
	India	56%	56%	55%	Top EdTech tools (% of EdTech-using teachers)	India	YouTube (59%), Google (46%), WhatsApp (43%), ChatGPT (34%), Diksha (23%), E-pathshala (23%)		
User Sentiment around Education and EdTech Adoption									
Teachers that believe EdTech has improved educational outcomes (% of EdTech-using teachers)	State	88%	90%	87%	Teachers that believe EdTech helps them save time significantly (% of EdTech-using teachers)	State	81%	83%	79%
	India	81%	82%	80%		India	56%	57%	55%
Teachers that believe EdTech benefits all students equally regardless of current learning level (% of EdTech-using teachers)	State	28%	22%	33%	Teachers that believe EdTech poses risks to teachers (% of EdTech-using teachers)	State	55%	61%	51%
	India	53%	55%	51%		India	52%	51%	53%
Teachers that express inclination to receive training on tech use in the future (% of EdTech-using teachers)	State	85%	86%	84%	Top reasons for not using EdTech (% of teachers who do not currently use EdTech despite being aware of it)	State	Health-related issues (47%), waste of time (39%), EdTech doesn't help teach better (26%)		
	India	79%	79%	79%					










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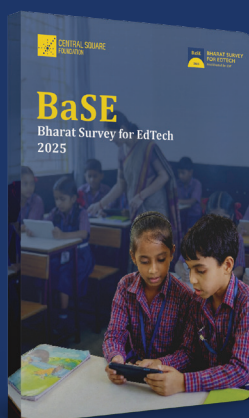
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