

Bharat Survey for EdTech 2025

Madhya Pradesh Factsheet



1,253
Randomly sampled
households



250
Sampled
teachers



HOUSEHOLD SURVEY FINDINGS

1. Access to Technology

- **Ownership of smartphones:** 93% of surveyed households own at least one smartphone, with 46% of households owning more than one smartphone.
- **Child level access to smartphones:** 69% of children from surveyed households have access to smartphones.
- **Frequency and duration of access:** On average, 66% of children with smartphone access use them daily. On a given day, 77% of children use their smartphones for at least 30 minutes. On average, children use smartphones for ~1.3 hours per day.

2. Usage of EdTech

- **Awareness of EdTech:** 78% of children are aware of EdTech.
- **EdTech usage:** 58% of children use EdTech. While 4% of children have discontinued the use of EdTech after using it in the past, 17% are aware of EdTech but have never used it.
- **Frequency of EdTech usage:** While 49% of EdTech-using children use it daily, 42% 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 (72%), Google (35%), WhatsApp/Meta AI (8%) and ChatGPT (4%).

3. User Sentiment Around Education and EdTech

- **Perceived impact of EdTech:** 68% 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 device not being available all the time (cited by 32% of non-users), child not knowing how to use it (29%) and no one around them using it or asking them to use it (16%).

4. Usage of GenAI for Learning

- **Awareness of GenAI:** 31% EdTech-using children have heard of AI and 27% know of its application for learning.
- **Usage of GenAI:** 15% of EdTech-using children use GenAI for learning; 44% of GenAI-using children use it multiple times a week, whereas 49% use it daily.



1. Access to Technology

- **Access to devices in school:** 68% of teachers have access to at least one technology device in school.

2. Usage of EdTech

- **EdTech awareness:** 92% of teachers are aware of EdTech.
- **EdTech usage:** 83% of teachers use EdTech. While 5% have used it in the past but no longer do so, 4% are aware of EdTech but have never used it.
- **Frequency of EdTech usage:** While 46% of EdTech-using teachers use EdTech daily, 35% use it a few times a week.
- **Commonly used tools:** YouTube is the most popular tool (used by 61% of EdTech-using teachers), followed by Google (54%), WhatsApp (46%), DIKSHA (16%), WhatsApp/Meta AI (14%) and Google Gemini (14%).

3. User Sentiment Around EdTech Adoption

- **Perceptions around teacher training on EdTech usage:** 40% of EdTech-using teachers have attended training or workshops related to the use of technology for teaching in the past 12 months. 84% of EdTech-using teachers express interest in receiving future training on technology use.
- **Perceived impact of EdTech:** 74% of EdTech-using teachers agree that EdTech leads to improved educational outcomes. 43% 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 internet issues (25%), no device or internet connection (25%), or not knowing how to use these tools (13%).

4. Usage of GenAI for Teaching

- **Awareness of GenAI:** 78% EdTech-using teachers have heard of AI and 69% know of its application for teaching.
- **Usage of GenAI:** 38% of EdTech-using teachers use GenAI for teaching and school-related activities; while 35% of GenAI-using teachers use it multiple times a week, 40% 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	93%	94%	93%	93%	94%	94%	95%	100%
	India	90%	91%	89%	89%	90%	89%	89%	96%
Avg. number of smartphones in household (% of houses with smartphones)	State	1.60	1.70	1.56	1.57	1.63	1.45	1.80	1.52
	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	69%	79%	64%	68%	69%	69%	69%	78%
	India	72%	78%	69%	74%	70%	74%	65%	90%
Children that have daily access to smartphone (% of children with access to smartphones)	State	70%	70%	69%	68%	71%	64%	77%	76%
	India	66%	66%	65%	66%	65%	63%	70%	63%
Average time spent on smartphone by child in a given day (hours)	State	1.30	1.45	1.23	1.47	1.13	1.38	1.20	1.07
	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	52%	58%	49%	56%	48%	49%	57%	47%
	India	70%	71%	70%	72%	68%	70%	70%	75%
Top reasons for non access to smartphones by children	State	Child being too young to use a smartphone (35%), Phone usually not being at home (21%), Phone being at home but others using it (20%)							
Usage of EdTech									
Awareness of EdTech (% overall)	State	78%	83%	76%	78%	78%	77%	82%	89%
	India	81%	88%	77%	82%	80%	79%	81%	96%
Usage of EdTech (% overall)	State	58%	68%	54%	57%	58%	55%	63%	65%
	India	63%	71%	58%	64%	62%	60%	60%	87%

Children who use EdTech daily (% of EdTech-using children)	State	49%	53%	47%	51%	48%	46%	52%	63%
	India	58%	56%	60%	59%	58%	55%	63%	58%
Top learning activities undertaken by children (% of EdTech-using children)	State	Practice and doubt solving (80%), exam or test preparation (43%), self-directed learning (33%) and attending online classes (19%)							
Top EdTech tools (% of EdTech-using children)	State	YouTube (97%), WhatsApp (72%), Google (35%), WhatsApp / Meta AI (8%), ChatGPT (4%)							

User Sentiment Around Education and EdTech Adoption

Respondents that think in-school learning is "completely sufficient" (% overall)	State	46%	51%	44%	45%	47%	35%	60%	89%
	India	61%	65%	59%	63%	60%	59%	64%	65%
Respondents that believe EdTech has improved educational outcomes (% of EdTech-using children)	State	68%	72%	65%	68%	68%	66%	68%	100%
	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	24%	27%	22%	24%	23%	24%	23%	41%
	India	45%	47%	43%	44%	46%	49%	43%	36%
Respondents that believe EdTech poses risks for children (% of EdTech-using children)	State	70%	69%	71%	67%	73%	73%	67%	76%
	India	60%	60%	60%	61%	59%	58%	63%	61%
Top reasons for not using EdTech	State	Device not being available all the time (32%), Child not knowing how to use it (29%), No one around them uses or asks to use it (16%)							

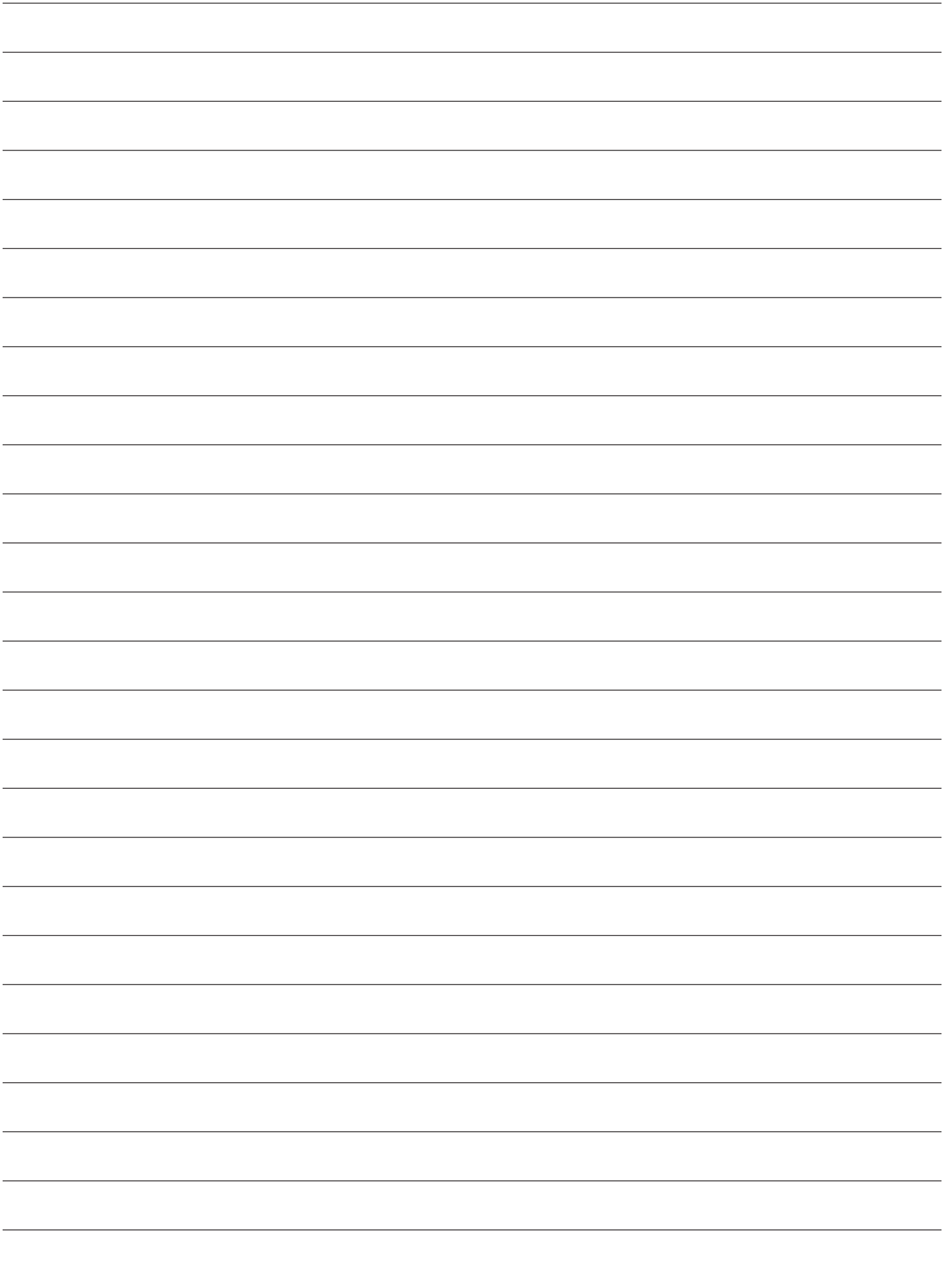
Usage of GenAI for Learning

Have heard of GenAI (% of EdTech-using children)	State	31%	47%	23%	28%	34%	25%	38%	33%
	India	50%	57%	46%	51%	50%	48%	53%	52%
Use GenAI for learning (% of EdTech-using children)	State	15%	18%	13%	16%	14%	14%	16%	21%
	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	94%	89%	97%	Teachers who have access to at least 1 type of device in school for teaching (% overall)	State	68%	80%	57%
	India	98%	98%	98%		India	69%	71%	68%
Usage of EdTech									
Awareness of EdTech (% overall)	State	92%	95%	90%	Usage of EdTech (% overall)	State	83%	91%	76%
	India	98%	98%	98%		India	87%	89%	86%
Teachers who use technology for teaching/related activities daily (% of EdTech-using teachers)(% overall)	State	46%	38%	54%	Top activities undertaken by teachers (% of EdTech-using teachers)	State	Communication (72%), lesson preparation and delivery (65%) and assessment creation and grading (31%)		
	India	56%	56%	55%	Top EdTech tools (% of EdTech-using teachers)	India	YouTube (61%), Google (54%), WhatsApp (46%), DIKSHA (16%), WhatsApp/MetaAI (14%), Google Gemini/Google AI (14%)		
User Sentiment around Education and EdTech Adoption									
Teachers that believe EdTech has improved educational outcomes (% of EdTech-using teachers)	State	74%	76%	72%	Teachers that believe EdTech helps them save time significantly (% of EdTech-using teachers)	State	43%	45%	42%
	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	48%	51%	45%	Teachers that believe EdTech poses risks to teachers (% of EdTech-using teachers)	State	64%	63%	65%
	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	84%	82%	86%	Top reasons for not using EdTech (% of teachers who do not currently use EdTech despite being aware of it)	State	Internet issues (25%), no device or internet connection (25%), don't know how to use tools (13%)		
	India	79%	79%	79%					










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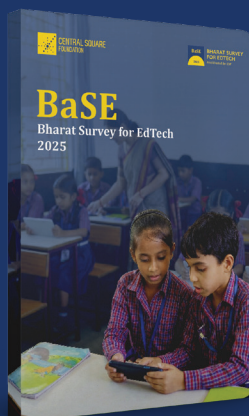
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