

Bharat Survey for EdTech 2025

Maharashtra Factsheet



1,250
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 54% 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, 61% of children with smartphone access use them daily. On a given day, 78% of children use their smartphones for at least 30 minutes. On average, children use smartphones for ~1.24 hours per day.

2. Usage of EdTech

- **Awareness of EdTech:** 96% of children are aware of EdTech.
- **EdTech usage:** 91% of children use EdTech. While 1% of children have discontinued the use of EdTech after using it in the past, 4% are aware of EdTech but have never used it.
- **Frequency of EdTech usage:** While 36% of EdTech-using children use it daily, 55% use it a few times a week.
- **Commonly used tools:** YouTube is the most popular tool (used by 94% of EdTech-using children), followed by WhatsApp (73%), Google (54%), WhatsApp/Meta AI (17%) and ChatGPT (11%).

3. User Sentiment Around Education and EdTech

- **Perceived impact of EdTech:** 72% 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 belief that EdTech is a distraction (44%), it's not safe (31%) or that it causes health-related issues (26%).

4. Usage of GenAI for Learning

- **Awareness of GenAI:** 49% EdTech-using children have heard of AI and 43% know of its application for learning.
- **Usage of GenAI:** 33% of EdTech-using children use GenAI for learning; while 42% of GenAI-using children use it multiple times a week, 50% use it daily.



1. Access to Technology

- **Access to devices in school:** 83% of teachers have access to at least one technology device in school.

2. Usage of EdTech

- **EdTech awareness:** 100% of teachers are aware of EdTech.
- **EdTech usage:** 98% of teachers use EdTech. An additional 1% have used it in the past but no longer do so and 1% are aware of EdTech but have never used it.
- **Frequency of EdTech usage:** While 63% of EdTech-using teachers use EdTech daily, 34% use it a few times a week.
- **Commonly used tools:** YouTube is the most popular tool (used by 81% of EdTech-using teachers), followed by Google (74%), WhatsApp (73%), DIKSHA (56%) and ChatGPT (39%).

3. User Sentiment Around EdTech Adoption

- **Perceptions Around Teacher Training on EdTech Usage:** 65% 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:** 90% of EdTech-using teachers agree that EdTech leads to improved educational outcomes. 54% of EdTech-using teachers believe that using EdTech helps them significantly save time.
- **Reasons for non-usage of EdTech:** Reasons for non-usage of EdTech: Top reasons for non-usage despite awareness include internet issues (67%), no device or internet connection (67%), or device not available all the time (50%).

4. Usage of GenAI for Teaching

- **Awareness of GenAI:** 95% EdTech-using teachers have heard of AI and 92% know of its application for teaching.
- **Usage of GenAI:** 61% of EdTech-using teachers use GenAI for teaching and school-related activities; while 41% of GenAI-using teachers use it multiple times a week, 48% 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%	95%	91%	93%	92%	98%	80%	97%
	India	90%	91%	89%	89%	90%	89%	89%	96%
Avg. number of smartphones in household (% of houses with smartphones)	State	1.70	1.80	1.60	1.72	1.68	1.65	1.79	1.74
	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%	87%	83%	85%	85%	91%	68%	93%
	India	72%	78%	69%	74%	70%	74%	65%	90%
Children that have daily access to smartphone (% of children with access to smartphones)	State	61%	64%	58%	60%	62%	59%	59%	69%
	India	66%	66%	65%	66%	65%	63%	70%	63%
Average time spent on smartphone by child in a given day (hours)	State	1.24	1.24	1.23	1.32	1.13	1.19	1.40	1.17
	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	74%	77%	70%	76%	72%	72%	73%	81%
	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 (38%), health-related issues (34%), Phone usually not being at home (30%), Child not needing to use a smartphone (30%)							
Usage of EdTech									
Awareness of EdTech (% overall)	State	96%	97%	95%	96%	96%	95%	96%	98%
	India	81%	88%	77%	82%	80%	79%	81%	96%
Usage of EdTech (% overall)	State	91%	90%	91%	90%	92%	90%	89%	96%
	India	63%	71%	58%	64%	62%	60%	60%	87%

Children who use EdTech daily (% of EdTech-using children)	State	36%	35%	37%	34%	38%	31%	46%	34%
	India	58%	56%	60%	59%	58%	55%	63%	58%
Top learning activities undertaken by children (% of EdTech-using children)	State	Practice and doubt solving (87%), Exam or Test Preparation (50%), Self-learning (45%) and attending online classes (16%)							
Top EdTech tools (% of EdTech-using children)	State	YouTube (94%), WhatsApp (73%), Google (54%), WhatsApp/Meta AI (17%), ChatGPT (11%)							

User Sentiment Around Education and EdTech Adoption

Respondents that think in-school learning is "completely sufficient" (% overall)	State	68%	66%	70%	69%	67%	66%	74%	66%
	India	61%	65%	59%	63%	60%	59%	64%	65%
Respondents that believe EdTech has improved educational outcomes (% of EdTech-using children)	State	72%	71%	72%	72%	72%	71%	76%	67%
	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	44%	44%	44%	46%	42%	47%	50%	26%
	India	45%	47%	43%	44%	46%	49%	43%	36%
Respondents that believe EdTech poses risks for children (% of EdTech-using children)	State	60%	61%	60%	60%	61%	58%	67%	60%
	India	60%	60%	60%	61%	59%	58%	63%	61%
Top reasons for not using EdTech	State	Being a distraction (44%), Not being safe (31%), health-related issues (26%)							

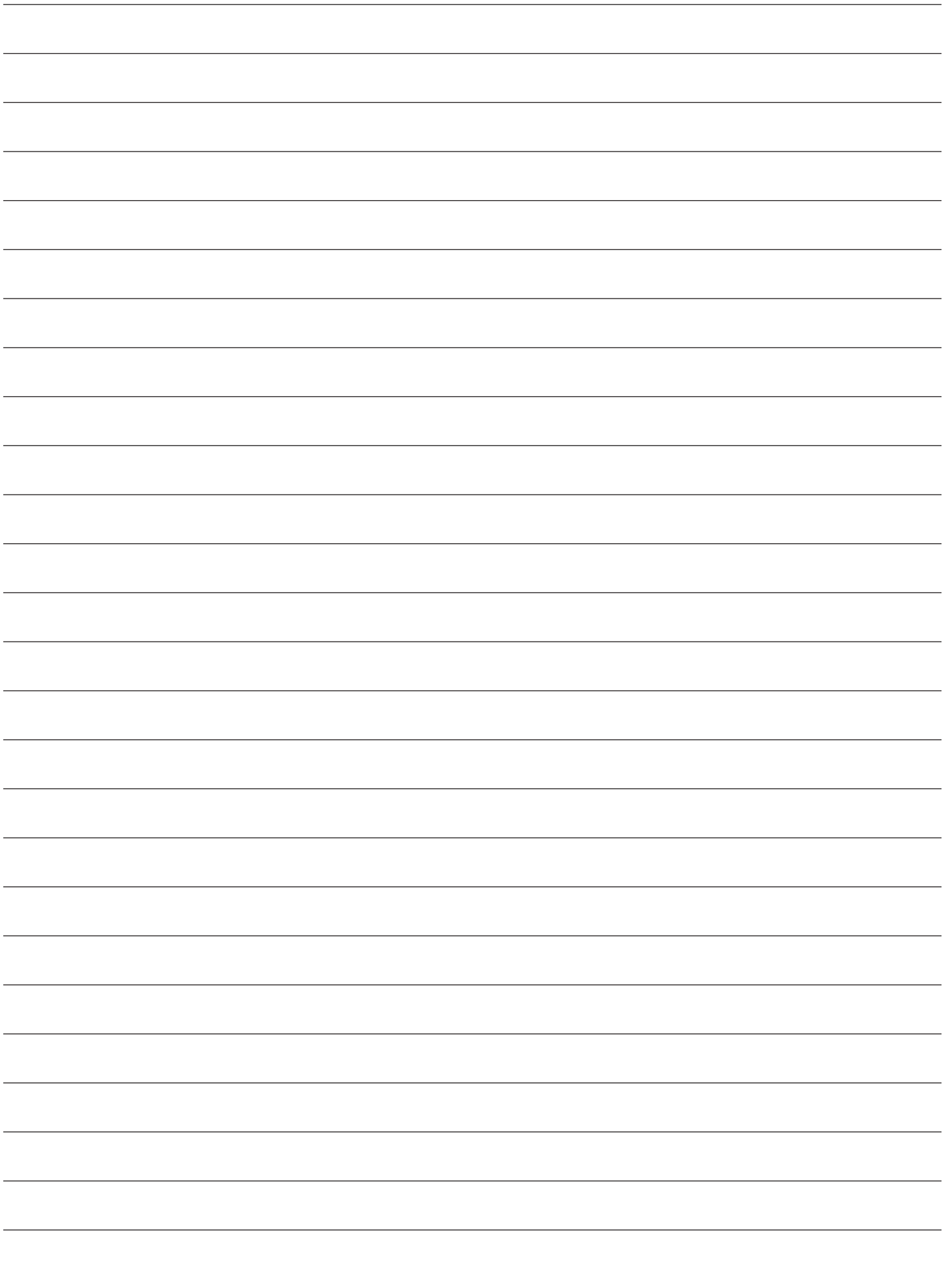
Usage of GenAI for Learning

Have heard of GenAI (% of EdTech-using children)	State	49%	52%	46%	51%	47%	38%	77%	41%
	India	50%	57%	46%	51%	50%	48%	53%	52%
Use GenAI for learning (% of EdTech-using children)	State	33%	33%	33%	36%	30%	27%	58%	16%
	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	99%	99%	99%	Teachers who have access to at least 1 type of device in school for teaching (% overall)	State	83%	86%	80%
	India	98%	98%	98%		India	69%	71%	68%
Usage of EdTech									
Awareness of EdTech (% overall)	State	100%	100%	100%	Usage of EdTech (% overall)	State	98%	98%	97%
	India	98%	98%	98%		India	87%	89%	86%
Teachers who use technology for teaching/related activities daily (% of EdTech-using teachers)(% overall)	State	63%	67%	57%	Top activities undertaken by teachers (% of EdTech-using teachers)	State	Communication (89%), Lesson preparation and delivery (74%) and Self-learning (52%)		
	India	56%	56%	55%	Top EdTech tools (% of EdTech-using teachers)	India	YouTube (81%), Google (74%), WhatsApp (73%), DIKSHA (56%), ChatGPT (39%)		
User Sentiment around Education and EdTech Adoption									
Teachers that believe EdTech has improved educational outcomes (% of EdTech-using teachers)	State	90%	94%	86%	Teachers that believe EdTech helps them save time significantly (% of EdTech-using teachers)	State	54%	54%	54%
	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	65%	69%	60%	Teachers that believe EdTech poses risks to teachers (% of EdTech-using teachers)	State	41%	40%	42%
	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%	86%	82%	Top reasons for not using EdTech (% of teachers who do not currently use EdTech despite being aware of it)	State	Internet issues (67%), No device or internet connection (67%), Device not available all the time (50%)		
	India	79%	79%	79%					










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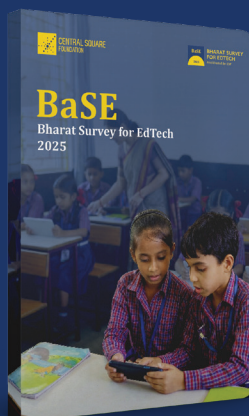
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