

# Bharat Survey for EdTech 2025

## Uttar Pradesh Factsheet



**1,253**  
Randomly sampled  
households



**251**  
Sampled  
teachers



## HOUSEHOLD SURVEY FINDINGS

### 1. Access to Technology

- **Ownership of smartphones:** 85% of surveyed households own at least one smartphone, with 33% of households owning more than one smartphone.
- **Child level access to smartphones:** 59% of children from surveyed households have access to smartphones.
- **Frequency and duration of access:** On average, 65% of children with smartphone access use them daily. On a given day, 84% 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:** 72% of children are aware of EdTech.
- **EdTech usage:** 51% of children use EdTech. An additional 4% of children have discontinued the use of EdTech after using it in the past and 18% are aware of EdTech but have never used it.
- **Frequency of EdTech usage:** While 70% of EdTech-using children use it daily, 26% use it a few times a week.
- **Commonly used tools:** YouTube is the most popular tool (used by 93% of EdTech-using children), followed by WhatsApp (46%), Google (44%), WhatsApp/Meta AI (15%) and Google Gemini (5%).

### 3. User Sentiment Around Education and EdTech

- **Perceived impact of EdTech:** 80% 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 26% of non-users), device not being available all the time (24%), and not having a device (21%).

### 4. Usage of GenAI for Learning

- **Awareness of GenAI:** 44% EdTech-using children have heard of AI and 40% know of its application for learning.
- **Usage of GenAI:** 34% of EdTech-using children use GenAI for learning; while 13% of GenAI-using children use it multiple times a week, 84% use it daily.



### 1. Access to Technology

- **Access to devices in school:** 66% of teachers have access to at least one technology device in school.

### 2. Usage of EdTech

- **EdTech awareness:** 97% of teachers are aware of EdTech.
- **EdTech usage:** 79% of teachers use EdTech. An additional 6% of teachers have discontinued the use of EdTech after using it in the past and 12% are aware of EdTech but have never used it.
- **Frequency of EdTech usage:** While 49% of EdTech-using teachers use EdTech daily, 47% use it a few times a week.
- **Commonly used tools:** YouTube is the most popular tool (used by 56% of EdTech-using teachers), followed by WhatsApp (47%), Google (44%), DIKSHA (27%) and Prerna Lakshya (19%).

### 3. User Sentiment Around EdTech Adoption

- **Perceptions around teacher training on EdTech usage:** 54% of EdTech-using teachers have attended training or workshops related to the use of technology for teaching in the past 12 months. 81% of EdTech-using teachers express interest in receiving future training on technology use.
- **Perceived impact of EdTech:** 80% of EdTech-using teachers agree that EdTech leads to improved educational outcomes. 61% 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 is device not available all the time (cited by 24% of non-users), no one around them using it or asking them to use it (24%) and internet issues (22%).

### 4. Usage of GenAI for Teaching

- **Awareness of GenAI:** 56% EdTech-using teachers have heard of AI and 48% know of its application for teaching.
- **Usage of GenAI:** 40% of EdTech-using teachers use GenAI for teaching and school-related activities; while 23% of GenAI-using teachers use it multiple times a week, 75% 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
<b>Access to Technology</b>									
Households with smartphone access (% overall)	State	85%	85%	85%	87%	83%	84%	87%	86%
	India	90%	91%	89%	89%	90%	89%	89%	96%
Avg. number of smartphones in household (% of houses with smartphones)	State	1.60	2.03	1.46	1.79	1.37	1.42	1.72	1.56
	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	59%	60%	58%	64%	53%	62%	57%	65%
	India	72%	78%	69%	74%	70%	74%	65%	90%
Children that have daily access to smartphone (% of children with access to smartphones)	State	65%	68%	64%	69%	59%	60%	66%	87%
	India	66%	66%	65%	66%	65%	63%	70%	63%
Average time spent on smartphone by child in a given day (hours)	State	1.30	1.24	1.32	1.46	1.08	1.44	1.15	1.81
	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	75%	77%	74%	78%	71%	70%	77%	90%
	India	70%	71%	70%	72%	68%	70%	70%	75%
Top reasons for non access to smartphones by children	State	Phone usually not being at home (44%), Child being too young to use a smartphone (16%), Phone being at home but others using it (11%), Child not knowing how to use a smartphone (11%)							
<b>Usage of EdTech</b>									
Awareness of EdTech (% overall)	State	72%	79%	70%	76%	68%	64%	78%	95%
	India	81%	88%	77%	82%	80%	79%	81%	96%
Usage of EdTech (% overall)	State	51%	60%	48%	55%	45%	41%	56%	76%
	India	63%	71%	58%	64%	62%	60%	60%	87%

Children who use EdTech daily (% of EdTech-using children)	State	70%	72%	69%	71%	68%	62%	72%	82%
	India	58%	56%	60%	59%	58%	55%	63%	58%
Top learning activities undertaken by children (% of EdTech-using children)	State	Practice and doubt solving (69%), Exam or Test Preparation (39%), Self-learning (32%) and attending online classes (21%)							
Top EdTech tools (% of EdTech-using children)	State	YouTube (93%), WhatsApp (46%), Google (44%), WhatsApp/Meta AI (15%), Google Gemini/Google AI (5%)							

### User Sentiment Around Education and EdTech Adoption

Respondents that think in-school learning is "completely sufficient" (% overall)	State	57%	62%	55%	61%	51%	53%	60%	63%
	India	61%	65%	59%	63%	60%	59%	64%	65%
Respondents that believe EdTech has improved educational outcomes (% of EdTech-using children)	State	80%	78%	81%	80%	80%	76%	84%	70%
	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	38%	39%	37%	35%	41%	31%	43%	20%
	India	45%	47%	43%	44%	46%	49%	43%	36%
Respondents that believe EdTech poses risks for children (% of EdTech-using children)	State	60%	61%	59%	61%	58%	59%	62%	38%
	India	60%	60%	60%	61%	59%	58%	63%	61%
Top reasons for not using EdTech	State	Child not knowing how to use it (26%), Device not being available all the time (24%), Not having a device (21%)							

### Usage of GenAI for Learning

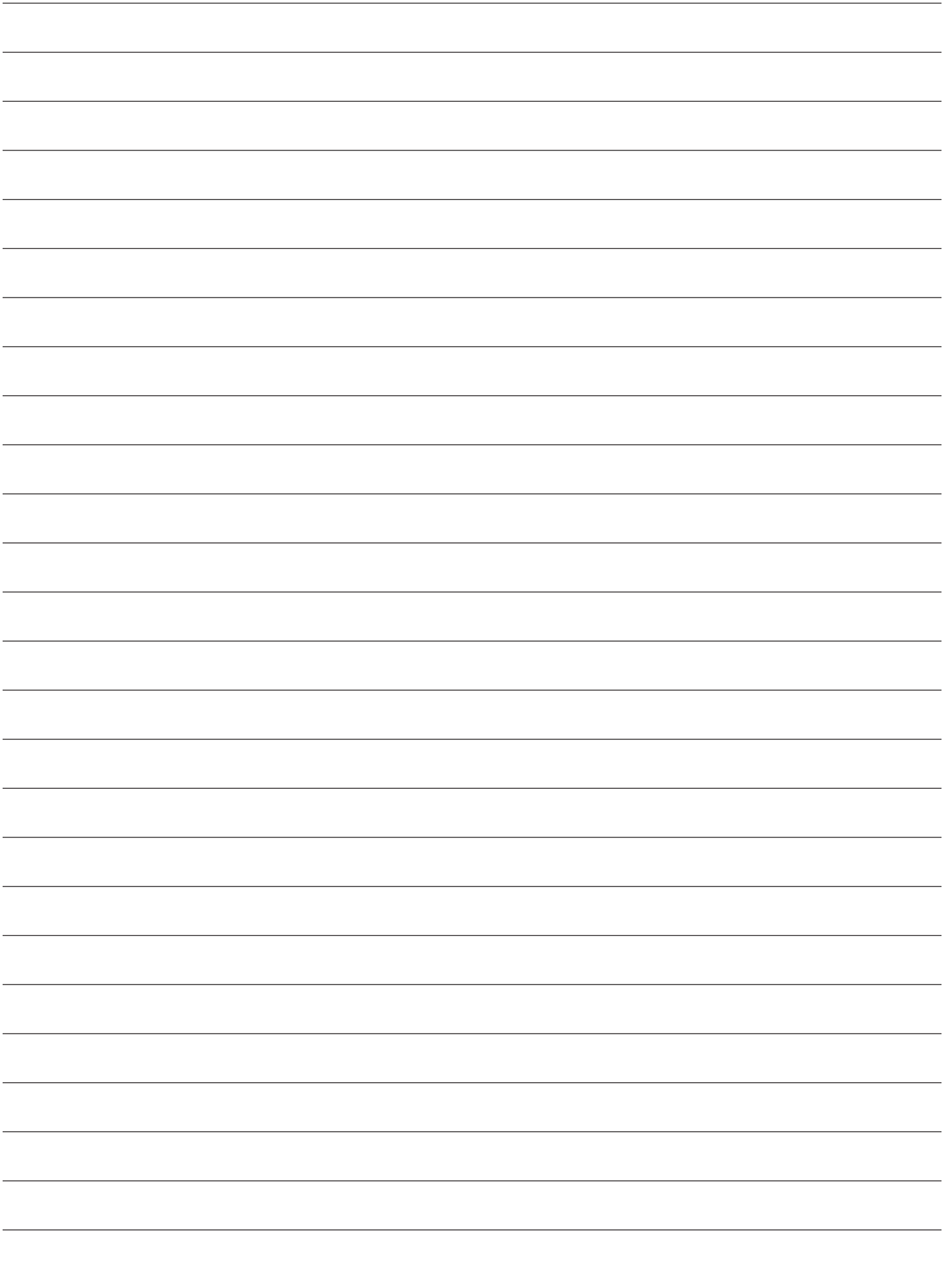
Have heard of GenAI (% of EdTech-using children)	State	44%	43%	44%	42%	46%	25%	52%	48%
	India	50%	57%	46%	51%	50%	48%	53%	52%
Use GenAI for learning (% of EdTech-using children)	State	34%	35%	33%	32%	36%	16%	41%	44%
	India	35%	39%	32%	36%	33%	33%	37%	35%



# DATA TABLE FOR TEACHER SURVEY

Indicator	Level of Insight	Overall	By Settlement		Indicator	Level of Insight	Overall	By Settlement	
			Urban	Rural				Urban	Rural
<b>Access to Technology</b>									
Teachers that have personal smartphone (% overall)	State	100%	100%	99%	Teachers who have access to at least 1 type of device in school for teaching (% overall)	State	66%	65%	67%
	India	98%	98%	98%		India	69%	71%	68%
<b>Usage of EdTech</b>									
Awareness of EdTech (% overall)	State	97%	97%	98%	Usage of EdTech (% overall)	State	79%	81%	76%
	India	98%	98%	98%		India	87%	89%	86%
Teachers who use technology for teaching/related activities daily (% of EdTech-using teachers)(% overall)	State	49%	50%	49%	Top activities undertaken by teachers (% of EdTech-using teachers)	State	Communication (80%), Lesson preparation and delivery (54%) and Assessment creation and grading (27%)		
	India	56%	56%	55%	Top EdTech tools (% of EdTech-using teachers)	India	YouTube (56%), WhatsApp (47%), Google (44%), DIKSHA (27%), Prerna Lakshya (19%)		
<b>User Sentiment around Education and EdTech Adoption</b>									
Teachers that believe EdTech has improved educational outcomes (% of EdTech-using teachers)	State	80%	83%	77%	Teachers that believe EdTech helps them save time significantly (% of EdTech-using teachers)	State	61%	60%	62%
	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	44%	45%	43%	Teachers that believe EdTech poses risks to teachers (% of EdTech-using teachers)	State	65%	63%	68%
	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	81%	85%	76%	Top reasons for not using EdTech (% of teachers who do not currently use EdTech despite being aware of it)	State	Device not available all the time (24%), No one around them uses it or asks to use it (24%), Internet issues (22%)		
	India	79%	79%	79%					












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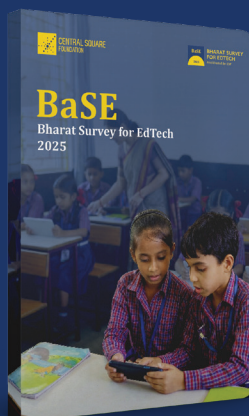
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