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Edtech Platforms See Huge Spike In Adoption From Offering Free Content To Students Amid School Shutdowns

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Millions of learners across the world are turning to edtech platforms as schools and colleges shut down due to the COVID-19 pandemic.

In India and the Middle East, edtech companies, both homegrown and global players, have been offering their services free of charge and their numbers of users are soaring.

Bangalore-based Byju's–the world's most-valuable education startup at $8 billion– announced last week that students can download their learning program for free until the end of April. Since then, it's seen a 60% surge in new student registrations.

Students can download BYJU'S-The Learning App and Disney.BYJU'S Early Learn from the Play Store. Byju–which reaches 42 million students–offers learning content in Math and English for students in grades 1 to 3, and in Math and Science for students from grades 4 to 12.

"The number of queries from students and parents for our home learning programs have more than doubled in the past one week," says Byju's cofounder Divya Gokulnath.

Bangalore-based Vedantu, which offers a live and interactive online learning platform, says it has seen a 10-fold surge in student enrollments with new users signing in from Delhi, Patna, Bangalore, Pune and Hyderabad. This was after it announced free access earlier this week to all its live classes, study materials, tests and assignments.

Meanwhile, Kochi-based education platform EduBrisk has trained 200 to 300 teachers for free so that they can use their platform for e-teaching by creating virtual classrooms.

Globally, online learning platforms like Coursera (coursera.org) and edX (edx.org) are allowing students to take classes from top universities like Columbia University, Harvard, MIT and Yale.