

GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF HIGHER EDUCATION

RAJYA SABHA  
UNSTARRED QUESTION NO. 3211  
ANSWERED ON 29.03.2023

**Policy on Ed-Tech companies**

3211. SHRI JAWHAR SIRCAR:

Will the Minister of EDUCATION be pleased to state:

- (a) what are Government's views and policy towards Education Technology companies that charge huge amounts and profiteer at the cost of poor and middle class families;
- (b) whether it is also a fact that some EdTech companies lose heavily and shutdown, abandon and lower teaching standards mid-way;
- (c) whether this is because of expensive hired sales executives who counsel parents and the high Centralised Admission Cell (CAC) or customer acquisition cost; and
- (d) what is the way out and whether Government can substitute profiteering companies in offering tutorials and coaching?

**ANSWER**

**MINISTER OF STATE IN THE MINISTRY OF EDUCATION  
(DR. SUBHAS SARKAR)**

(a) Ministry of Education with the support of All India Council of Technical Education (AICTE) has initiated National Educational Alliance for Technology (NEAT) as a Public-Private Partnership model to bring the popular educational technological Products on a single platform for the convenience of learners. Any student of economically & socially weaker sections across the country can benefit from NEAT as 25% of the coupons are provisioned for them free of cost. 58 Ed-Tech Companies are listed on Portal, providing 100 products. Around 2.58 Lakhs Students are registered on the Portal.

(b) and (c) Ministry of Education also issued advisory on 23<sup>rd</sup> December 2021 which reiterated legal provisions and rules for e-commerce firms (which were notified by the MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION) that Ed-Tech companies also need to comply with to prevent any untoward liability in the future and need to establish a dedicated mechanism in place to check for compliance with the law. The details may be seen at <https://pib.gov.in/PressReleasePage.aspx?PRID=1784582>

(d) SWAYAM Prabha has a dedicated Free-To-Air DTH Channel (IIT-PAL) meant for Class XI and Class XII Students that regularly updates and broadcasts high-quality, visually and graphically enriched content/tutorial with the aim of preparing students aspiring for competitive exams such as JEE and NEET. The content is also accessible freely on YouTube