S A R A L   N E W S L E T T E R

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Exploring the Challenges and Innovations in EdTech Across Africa and India

This EdTech Talk brought together leading experts from across Africa and India to discuss the impact of marketing bias in EdTech and share insights on creating a balanced, inclusive educational ecosystem. The session explored how biases affect educational content and the solutions needed to build trust with students and educators

The EdTech Talk on "Marketing Bias in the EdTech Industry" brought to light the complex challenges and exciting opportunities within the educational technology landscape, especially in developing regions like Africa and India. Our speakers emphasized that while digital tools and personalized learning have the potential to revolutionize education, the impact of these innovations depends on transparency, cultural relevance, and sustainable solutions. Addressing marketing bias requires that companies move away from unrealistic promises and instead focus on measurable learning outcomes and genuine engagement with students and educators.

As we look to the future, collaboration between technology providers, educators, and policymakers will be key in creating an inclusive and equitable educational ecosystem. By respecting the unique needs of each community and fostering both digital and physical learning resources, we can ensure that EdTech truly fulfills its promise to support lifelong learning and skill development. Our collective commitment to these principles will pave the way for a more trustworthy, adaptable, and impactful EdTech industry.

OUR SPEAKERS

- Vinay Rama Krishna – Content Head | Product - EdTech, India
- Mohamed Amine Belkahla – CEO at Ferid Around The World, Tunisia
- Malombe Victor – CEO & Head of Business at AHAINNOVATE LTD, Kenya
- Steve Momanyi – Founder & CEO @ Hellobooks LTD, Kenya

Vinay Rama Krishna: Ensuring Transparency in Learning Outcomes

Vinay discussed how marketing biases in EdTech lead to overpromised outcomes and the need for transparency in advertising. He argued that edtech platforms should show real learning metrics and proposed that personalized learning should genuinely reflect each student's progress

Mohamed Amine Belkahla: Driving Educational Reform in Africa and India

Discussed the importance of supporting under-resourced schools with digital tools and innovative content. He emphasized teaching critical life skills, like decision-making and entrepreneurship, to children in developing regions, while also warning about reforms that might deepen existing challenges if not designed thoughtfully."

Malombe Victor: Adapting Solutions to Local Challenges

Victor highlighted the importance of creating localized educational content and shared how his company, Ahainovet, provides offline solutions for schools without reliable internet access. He described the need to equip teachers with ICT skills, especially in under-resourced regions, as foundational to implementing EdTech

Steve Momanyi: Bridging the Physical and Digital Divide

He discussed his company's work in connecting schools with both digital and physical resources, especially in areas where technology adoption is slow. He believes in a balanced approach that respects traditional learning methods while gradually integrating digital tools