

Education UK Exhibition - India
26 to 30 November 2013

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1. Event fact file

Venue	The Leela, Mumbai	Vivanta by Taj, Bangalore	ITC Sonar, Kolkata	The Lalit, New Delhi
Date	26 November 2013	27 November 2013	29 November 2013	30 November 2013
Opening hours	1400 to 1900 hours	1400 to 1900 hours	1400 to 1900 hours	1330 to 1830 hours

2. Key statistics

	Mumbai		Bangalore		Kolkata		Delhi	
	2013	2012	2013	Feb-2013	2013	2012	2013	2012
Attendance : Visitors	1503	1415	1121	1248	1100	1154	1684	2356
Exhibitors :								
Higher Education	69	64	55	57	31	37	55	65
Independent College/ Non Partner	1	1	1	1	2	0	1	0
UCAS/ Associate member	0	0	0	0	0	0	0	0
Total number of exhibitors	70	65	56	58	33	37	56	65

Visitors primary market objectives	Mumbai		Bangalore		Kolkata		Delhi	
	2013	2012	2013	Feb-2013	2013	2012	2013	2012
Level of study (in %)								
Undergraduate degree	40	38	36	30	14	20	24	33
Postgraduate degree	53	52	31	57	44	45	42	52
PhD	6	5	14	8	21	15	11	8

Main subjects of Interest (in %)	Mumbai		Bangalore		Kolkata		Delhi	
	2013	2012	2013	Feb-2013	2013	2012	2013	2012
Business & Management/ Finance	18	19	20	16	13	14	23	17
MBA	12	11	19	12	13	16	10	18
General Engineering	14	10	6	16	11	10	10	16
IT/computer Science	5	8	8	9	10	12	8	7
Biotechnology	2	2	3	3	5	4	3	5
Art and Design related courses (incl Architecture)	5	6	4	4	4	8	4	6
Media related courses (Inc Advertising & Journalism)	8	4	5	4	4	4	4	5
Law	3	5	8	3	4	4	6	3
Hotel Mgmt/Tourism	2	2	3	1	3	2	4	8
Social sciences/Humanities	4	6	3	5	5	5	5	6
Others	27	27	21	27	28	21	23	9

Demographics of visitors (in %)	Mumbai		Bangalore		Kolkata		Delhi	
	2013	2012	2013	Feb-2013	2013	2012	2013	2012
Male	60	63	78	68	67	63	60	63
Female	40	37	22	32	33	37	40	37



3. Impact of marketing plan

Over 52 advertisements were released in nearly 30 newspapers including English dailies and regional papers across the four exhibition cities during the month of November to promote the exhibitions.

The exhibition was extensively promoted on social media sites like Facebook and other online portals. Additionally a new micro site www.knowledgeisgreat.in was developed to promote the exhibitions and the GREAT scholarships.

On line registrations: In Mumbai, nearly 34 per cent attendees at the exhibition had registered online, while in Bangalore, Kolkata and Delhi more than 20 per cent attendees at each location had pre-registered online.

A **tele-calling activity** was carried out confirming participation of students who had pre-registered online for the exhibition

Budget Spent: Nearly 65 per cent of the total Delhi exhibition budget was spent in advertising the Delhi exhibition. Traditionally the exhibitions in Delhi were held at the British Council premise, since the exhibition was moved to an external venue this year, promotions were carried out extensively to attract the visitors to the changed venue

57 per cent of the Mumbai budget was spent on advertising the Mumbai exhibition, 56 per cent in Bangalore and 53 percent budget in Kolkata was spent to advertise the respective exhibitions.

The summary of the media coverage for each exhibition city has been listed below and the exhibition promotion details can be found in appendix 4:

Mumbai: Nearly 13 adverts were released in about 9 newspapers to promote the Mumbai exhibition. Some of the popular English dailies that carried the exhibition promotion were Times of India, Economic Times, Mid-day, Mumbai Mirror, DNA Academy and Education Times, while the regional language newspapers were Maharashtra Times, Navbharat Times and Gujarat Samachar.

The exhibition was also promoted via a radio campaign running over 7 days coupled with newspaper inserts, flyers and poster distribution across colleges. Tent cards and standees were placed at shopping malls for over a week. Facebook promotion was carried out on 3 independent college websites. The exhibition was extensively promoted to IELTS database, members of MyLibrary and via the meetuniversities.com portal.

44 per cent of attendees at the Mumbai exhibition came to know about the event through newspapers while 16 per cent via the British Council website and 14 per cent came via recommendation from a family member or friend.

Bangalore: The exhibition in Bangalore was advertised over 2 weeks and more than 20 adverts were released across 10 newspapers. These newspapers included English dailies like The Times of India, Hindu Education Plus, DH-Education, New Indian express, Bangalore Times, Deccan Chronicle and the exhibition was also publicized in regional papers like Prajavani, Vijaya Karnataka, Vijay Vani and Udayavani.

In addition the exhibition was promoted on radio through announcements at Bangalore University, volunteers were hired to disseminate information about the exhibition in colleges for nearly a month, and Emailer activities were carried targeting 8500 students along with posters being displayed at the IELTS exam venues in the city.

31 per cent of attendees that visited the Bangalore exhibition came to know about the event via newspapers followed by 13 per cent via local institutions; while 12 per cent came to know through college - student associations followed by 10 per cent via word of mouth.

Kolkata: The exhibition in Kolkata was advertised in English dailies like The Telegraph, The Times of India and Hindustan Times and a popular regional newspaper called Ananda Bazar Patrika. More than 7 advertisements were carried out over a week to promote the exhibition.

The exhibition was also promoted via outdoor media. Hoardings were placed for nearly a fortnight at prime locations in Kolkata. In addition, visits were carried out to schools, colleges to promote the exhibitions and promoted internally to walk-ins as well.

Nearly 20 per cent of attendees came to know about the exhibition via newspapers closely followed by 15 per cent of attendees via British Council and internet promotion respectively. 14 per cent attendees came to know about the event through friends/relatives and 12 per cent through the British Council website. Visitor registration statistics (8 per cent) reveal that 'Emailers' were highly successful as a medium of promotion in Kolkata.

Delhi: The exhibition in Delhi was advertised in newspapers like The Times of India including Delhi Times, Education Times, Hindustan Times including HT-Education and HT City. In addition, there were two advertorials published in Education Times prior to the exhibition.

The exhibition in Delhi was organised at an external venue for the first time, traditionally the exhibition has been organised at the British Council premise in Delhi. The event was promoted via hoardings at strategic locations around the new venue in addition to free transport provided from the nearest metro station to the exhibition venue with branded auto rickshaws. The other promotion campaign included Radio spots (with alumni testimonials) carried out for

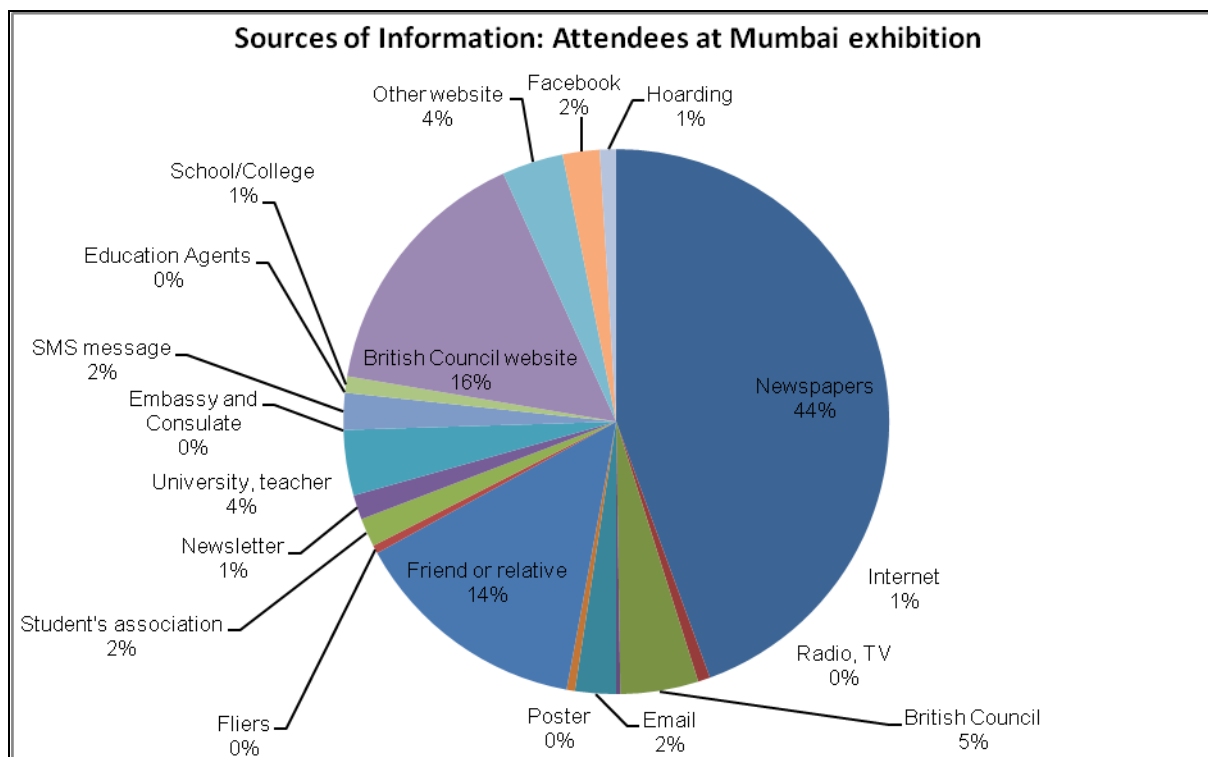
4 days, E-flyers sent to student database in Delhi NCR institutions and seminars conducted at local Delhi institutions before the exhibition. Like Mumbai, the Delhi exhibition was also promoted on the meetuniversities.com portal.

GREAT Scholarships launch: At each exhibition city, before the commencement of the event, the GREAT Scholarship guide and GREAT Career guide was launched. 36 UK institutions offered scholarships worth approx. 100 million rupees that was advertised in the GREAT scholarship guide. Media personnel were invited at each venue and the launch included speeches by Andrew Soper (Prosperity Counsellor, British High Commission Delhi) and the British Council Area Directors from each region in India. In Mumbai the launch was done one day prior to the event followed by the All India briefing. A musical performance was delivered by students of KM Music Conservatory Pvt. Ltd, KM College of Music and Technology Chennai and Middlesex University.

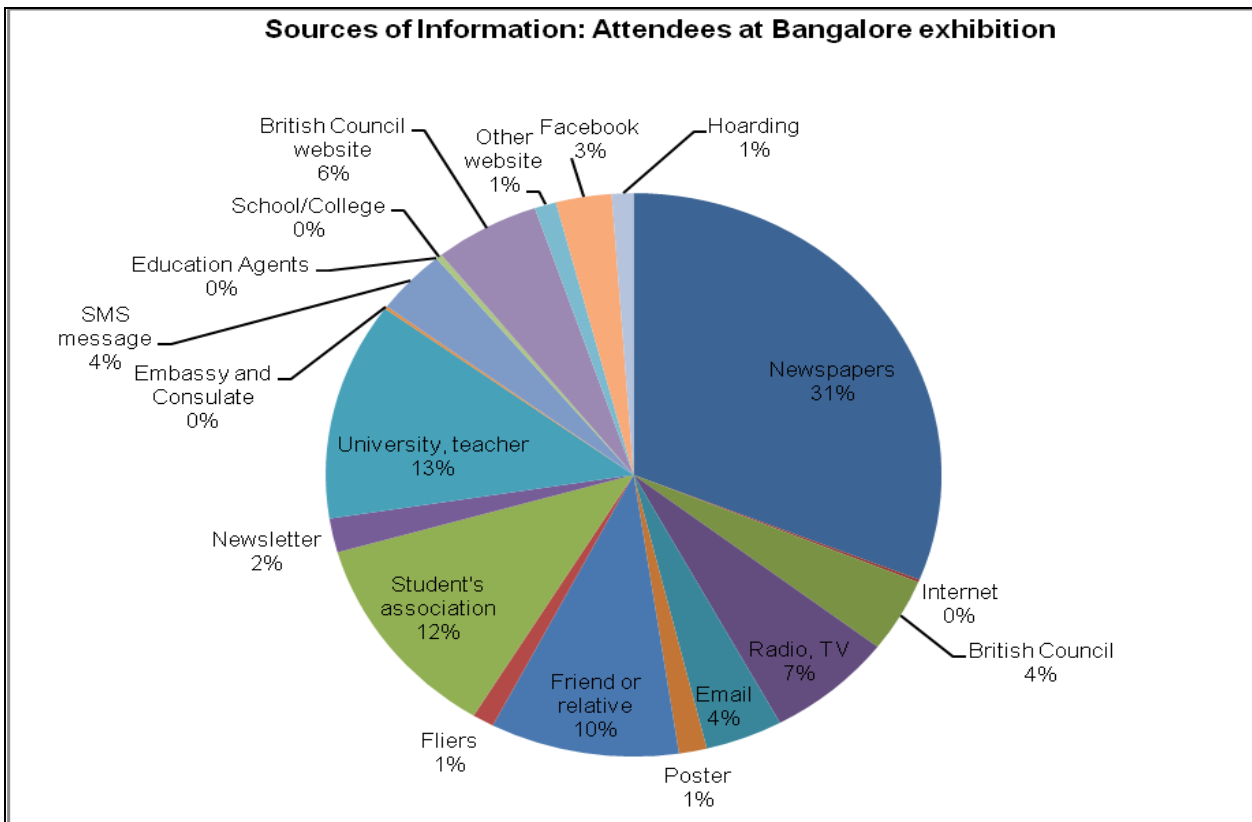
A detailed analysis of media coverage can be found in Annexure 4.

A snapshot of 'sources of information' for all visitors:

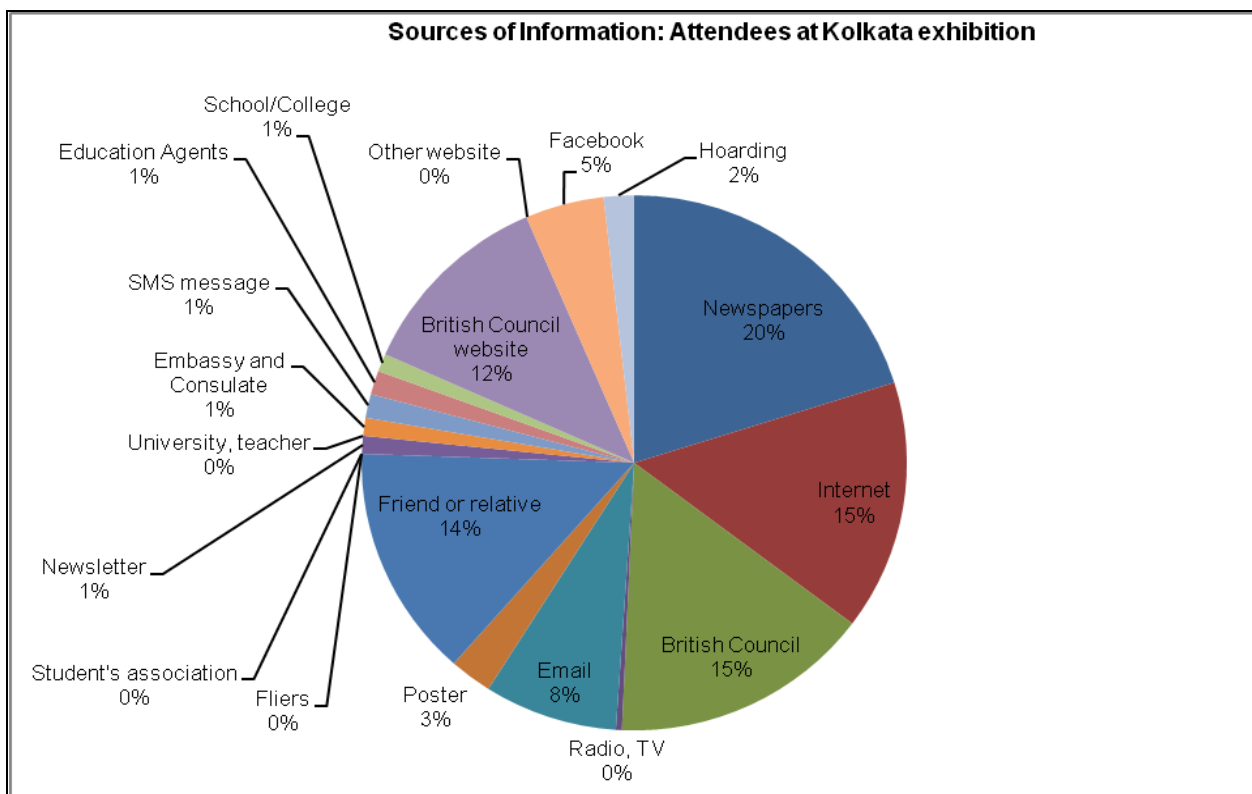
Mumbai:



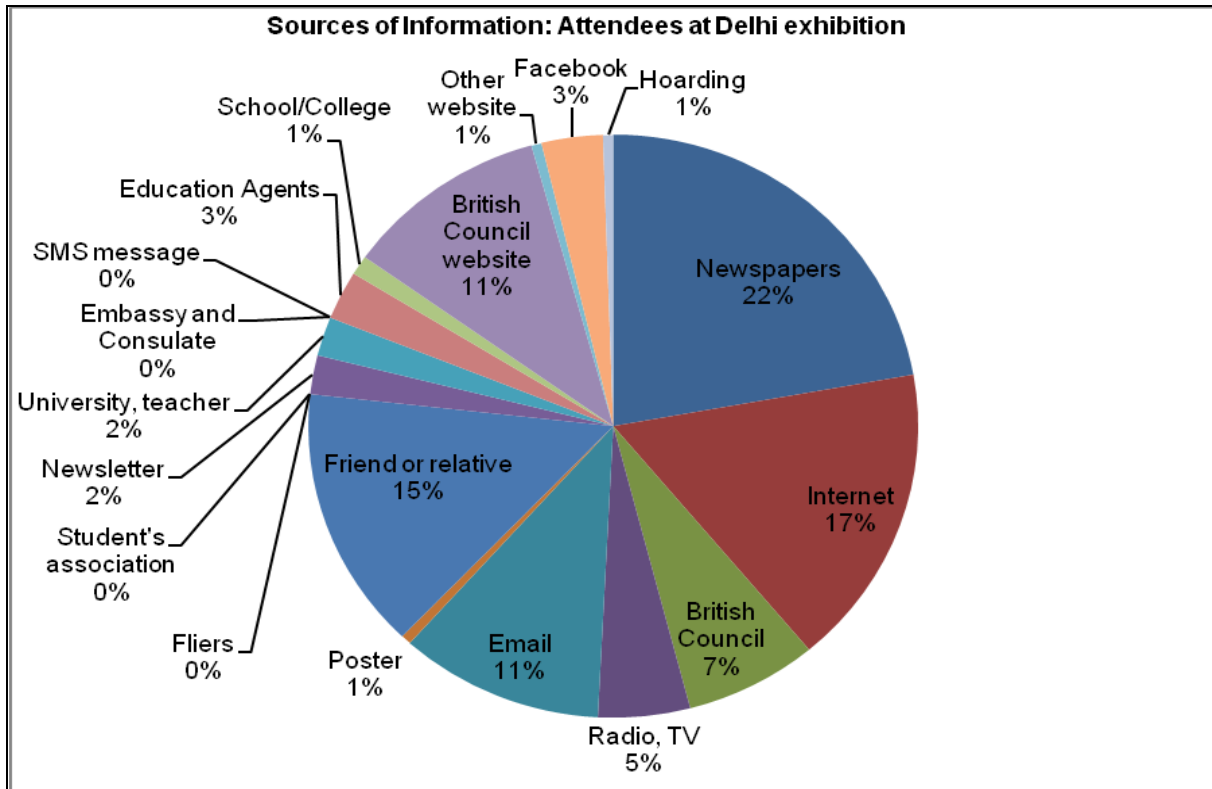
Bangalore:



Kolkata:



Delhi:



4. Conclusions and follow up

4.1 Key recommendations for institutions

- Delegates are advised to inform Indian students about global career opportunities after gaining a degree from a UK institution. With the closure of the PSW scheme, a significant drop in number of students applying to the UK has been observed. While the British Council in India is taking measures to create a positive image of the UK with the help of the GREAT campaign, an assurance from UK delegates will definitely help Indian students to reinforce their own decision on studying in the UK. One way of doing this could be having successful alumni on stands as brand ambassadors of the University; this will also create a positive image of the Institution. Delegates are also advised to inform visitors at the exhibition about their career guidance services and other facilities available at the campus.
- Institutions are strongly advised to send information about the delegates participating at the exhibitions by the deadline stated in the exhibition handbook. They are also requested to send in their completed forms in the format prescribed in the handbook ensuring one separate form for each visiting delegate. Any information that is sent after the deadline is difficult to incorporate including printing of name badge.
- It is highly recommended by the British Council and also suggested by certain UK delegates in their feedback that Universities should have a maximum of 4 members at their respective stalls which include the University delegates, alumni, agents and a stand assistant (if any). Accommodating more than 4 at the stall makes it cumbersome for students to interact with the representatives.
- Delegates are also advised to send the exhibition freight in advance to their respective agents or representatives working in India. Exhibition venues (hotels) do not accept bulk freight due to security reasons. This has led to inconvenience and confusion for the participating delegate on the day of the exhibition.



4.2 Key recommendations for the British Council

- During the November 2012 exhibition, delegates had recommended reducing the Delhi exhibition to a one day event. Hence the November 2013 - Delhi event was a day long as oppose to two days.
- As per suggestions received from UK institutions at the November 2012 exhibitions, all events in 2013 were for duration of 5 hours.
- Most institutions have recommended that the Wi-Fi connection should be subsidised at all venues. We shall be exploring options for the following year.
- Most delegates have suggested including one day as travel day before the start of each exhibition. We shall be exploring the same while scheduling the 2014 -15 exhibitions.

Appendix 1: List of participating institutions

Sr. Nos.	Name of Institution
1	Aberystwyth University
2	University of the Arts London
3	Arts University Bournemouth
4	Aston University, Birmingham
5	University of Bath
6	University of Bedfordshire
7	Birkbeck, University of London
8	Birmingham City University
9	University College Birmingham
10	University of Birmingham
11	The University of Bolton
12	Bournemouth University
13	University of Bradford
14	University of Brighton
15	Cardiff University
16	Canterbury Christ Church University
17	University of Central Lancashire
18	University of Chester
19	City College Plymouth
20	City University London
21	Coventry University
22	University for the Creative Arts
23	De Montfort University
24	University of East Anglia
25	University of East London
26	The University of Edinburgh
27	University of Essex
28	University of Exeter
29	Falmouth University
30	The Glasgow School of Art
31	University of Glasgow
32	University of Gloucestershire
33	Goldsmiths, University of London
34	University Of Greenwich
35	Heriot-Watt University
36	University of Hertfordshire
37	University of Kent
38	King's College London
39	Kingston University
40	Lancaster University
41	Le Cordon Bleu London
42	Leeds Metropolitan University
43	University of Leeds
44	University of Lincoln
45	Liverpool John Moores University
46	Leeds Trinity University



Sr. Nos.	Name of Institution
47	London Business School, University of London
48	London Metropolitan University
49	London South Bank University
50	University College London
51	Loughborough University
52	Manchester Metropolitan University
53	The University of Manchester
54	Middlesex University, London
55	Newcastle University
56	The University of Northampton
57	Northumbria University
58	The University of Nottingham
59	Plymouth University
60	University of Portsmouth
61	Queen Mary, University of London
62	Richmond University In London
63	University of Reading
64	Regent's University London
65	Robert Gordon University
66	University Of Roehampton
67	Royal Holloway, University of London
68	University of Salford
69	SOAS, University of London
70	Sheffield Hallam University
71	The University of Sheffield
72	University of South Wales
73	University of Stirling
74	University of Strathclyde
75	University of Surrey
76	University of Sussex
77	Swansea University
78	University of Ulster Branch Campuses
79	The University of Warwick
80	University of Westminster
81	University of Worcester
82	York St John University
83	The University of York

Appendix 2: Visitors' survey results

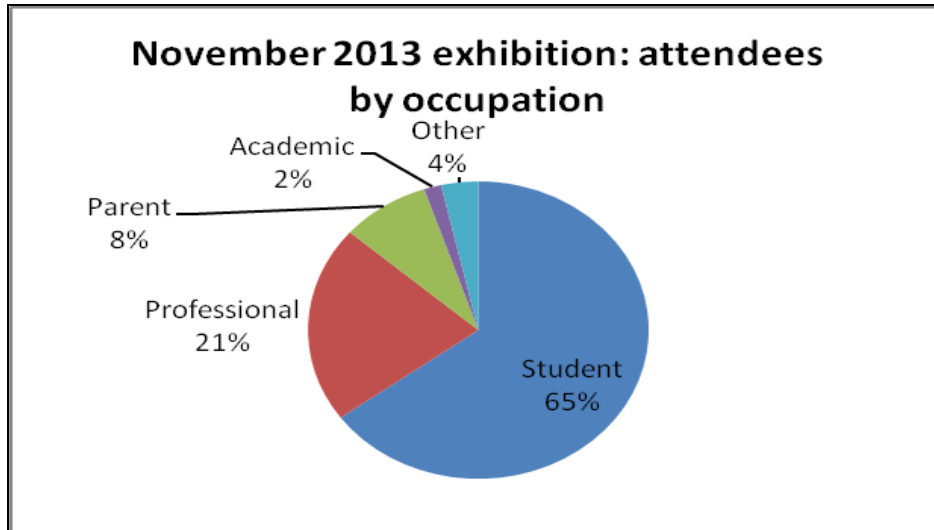
November 2013 - Visitor Feedback analysis (in %)						
		Mumbai	Bangalore	Kolkata	Delhi	Average
1	Did you get all the information you were seeking					
	Yes	92	91	90	93	92
	No	8	8	10	5	8
	Blank	0	1	0	2	1
2	Will you be making an application to UK now					
	Yes	58	48	38	62	52
	No	36	41	62	38	44
	Blank	6	10	0	0	4
3	The extent to which you agree or disagree with each of the following statements					
A	The Exhibition met my expectations					
	Strongly Agree	29	23	24	21	24
	Agree	64	70	65	71	68
	Neither	4	0	8	1	
	Disagree	1	4	2	0	2
	Strongly disagree	0	0	1	0	0
	Blank	2	3	0	7	3
B	Overall, the exhibition was a high quality event					
	Strongly Agree	33	28	35	27	31
	Agree	60	65	60	66	63
	Neither	4	0	4	2	3
	Disagree	1	3	1	0	1
	Strongly disagree	0	0	0	0	0
	Blank	2	4	0	5	3
C	I have acquired knowledge about UK education from attending the exhibition					
	Strongly Agree	33	30	31	31	31
	Agree	59	60	62	59	60
	Neither	5	0	5	2	3
	Disagree	1	4	1	0	2
	Strongly disagree	0	0	1	0	0
	Blank	2	6	0	8	4
4	As a result of this event, have any of the following increased at all?					
A	Your understanding of what the UK has to offer as a place to study?					
	0 (not at all)	1	0	0	1	0
	1	1	0	0	1	1
	2	0	2	2	2	2
	3	2	4	3	4	3
	4	5	5	4	4	5
	5	11	11	12	17	13
	6	12	15	15	13	14
	7	20	22	23	20	21
	8	26	19	20	20	21
	9	11	9	8	9	9
	10 (increased very much)	10	8	10	9	9
	Blank	1	3	3	2	2

B Your perception of the attractiveness of the UK as a place to study?						
	0 (not at all)	0	1	1	1	1
	1	1	0	0	1	1
	2	2	2	3	2	2
	3	1	3	3	3	3
	4	4	4	3	6	4
	5	11	10	12	8	10
	6	11	14	15	13	13
	7	17	20	21	17	19
	8	19	19	18	20	19
	9	20	13	14	17	16
	10 (increased very much)	13	10	9	12	11
	Blank	1	5	2	3	3
C Your intention to study/have your child study in the UK?						
	0 (not at all)	3	2	2	2	2
	1	0	1	2	1	1
	2	0	1	1	2	1
	3	2	2	1	4	2
	4	2	3	2	3	3
	5	7	13	11	9	10
	6	8	13	15	10	12
	7	16	15	14	12	14
	8	20	17	18	21	19
	9	14	9	10	15	12
	10 (increased very much)	18	14	14	15	15
	Blank	10	10	10	8	10
4 Rate the quality of service/s you have received						
	Excellent	39	21	36	36	33
	Good	54	62	57	56	57
	Average	5	10	7	8	8
	Bad	1	1	0	0	1
	Very Bad	0	0	0	0	0
	Blank	1	6	0	1	2
5 Have you taken part in any of the following activities organised by the British Council in the last 12 months?						
	Education UK exhibition	13	14	20	19	17
	IELTS	9	10	11	8	9
	Education UK Briefing	1	2	6	4	3
	No	67	63	61	58	62
	Others	2	3	3	2	2
	Blank	8	8	0	10	7
6 Recommend British Council to family/friends						
	0 (very unlikely)	0	0	0	1	0
	1	0	0	1	1	0
	2	0	1	0.5	1	1
	3	0	1	1	1	1
	4	3	3	2	2	2
	5	5	7	7	8	7
	6	6	7	7	7	7
	7	13	17	15	14	15

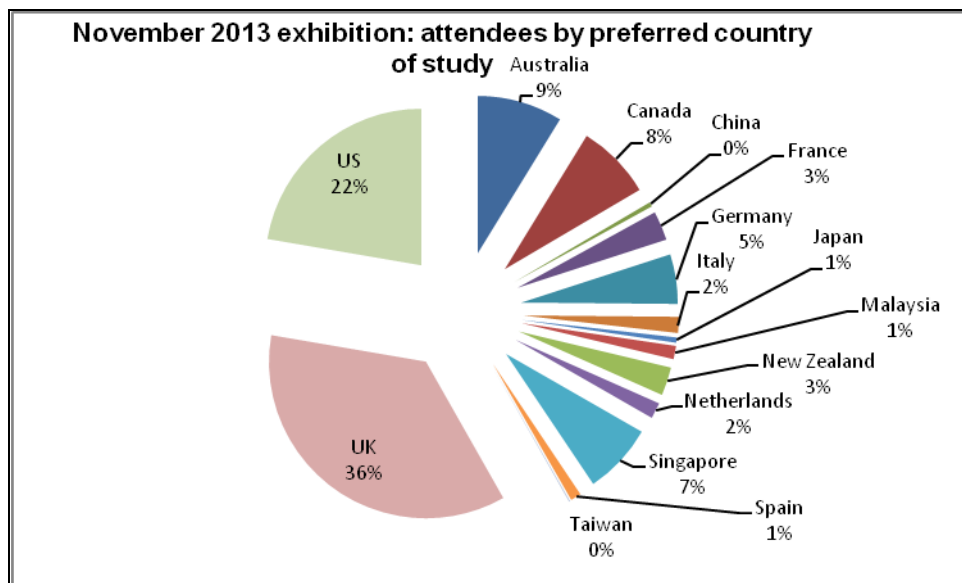
	8	18	19	20	21	19
	9	17	16	16	15	16
	10 (very likely)	28	20	30	25	26
	Blank	8	8	0	8	6

Some interesting analysis from visitor registration data:

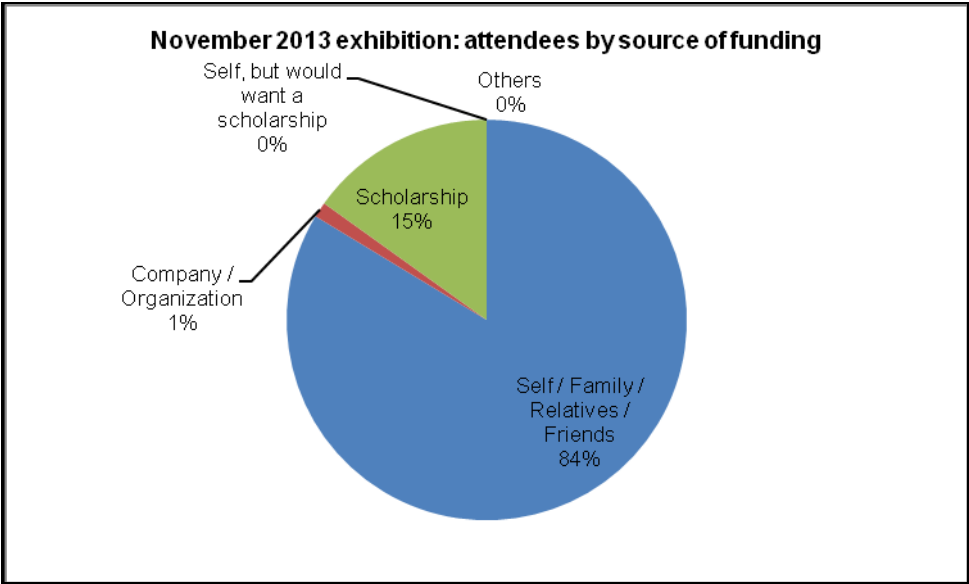
Mumbai:



65 per cent attendees at the Mumbai exhibition were 'students' while 21 percent were working professionals.

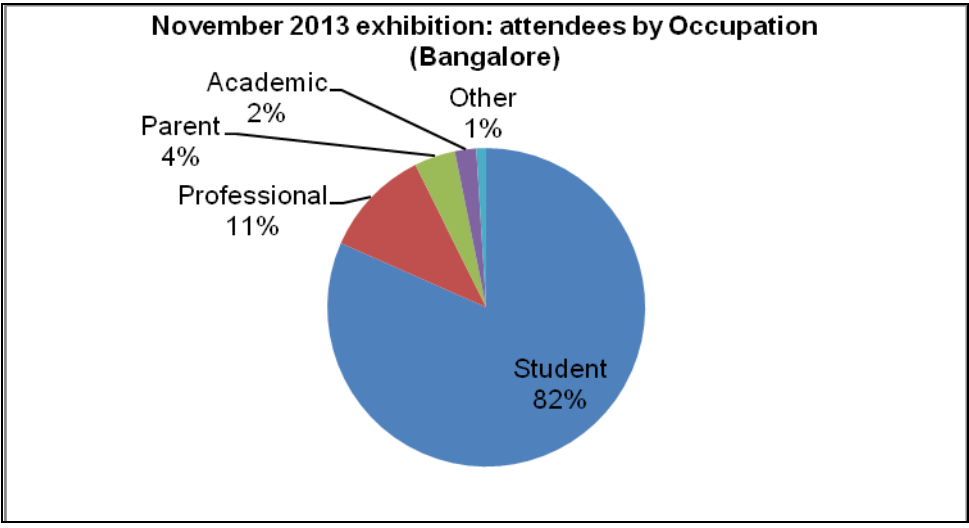


The first choice of country to study of the attendees at the Mumbai exhibition was UK with 36 per cent followed by USA with 22 per cent, Australia and Canada closely followed at 9 and 8 per cent respectively

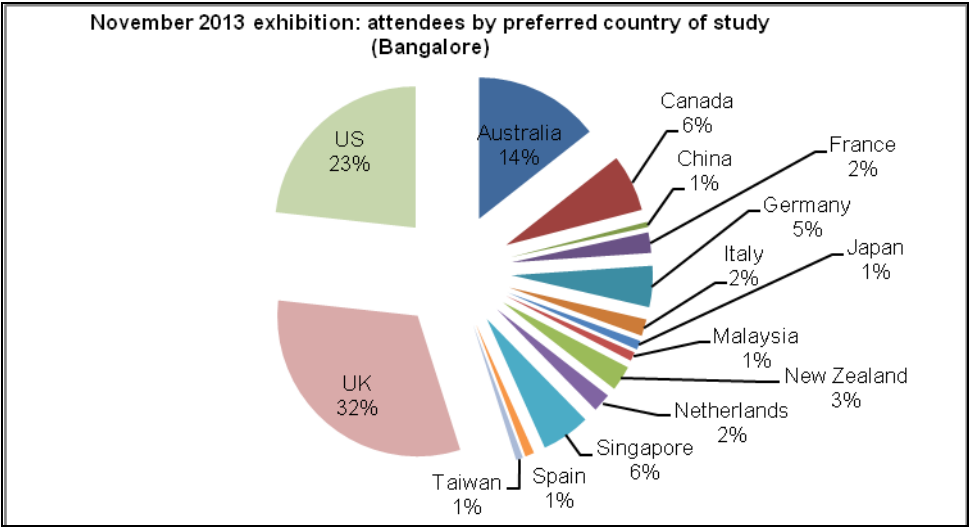


84 per cent attendees at the Mumbai exhibition were self dependent in terms of funding for a foreign education.

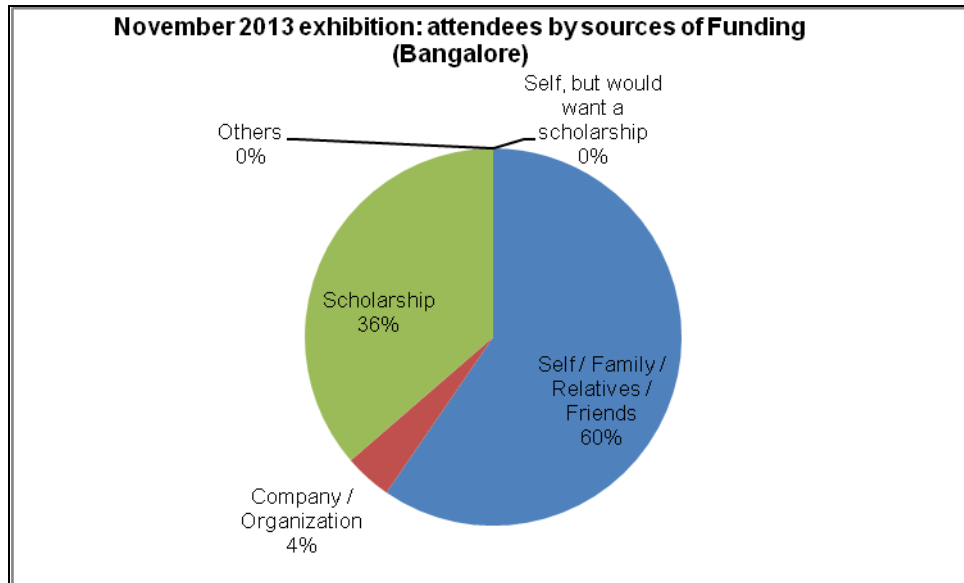
Bangalore:



82 per cent attendees at the Bangalore exhibition were 'students' while 11 per cent were working professionals

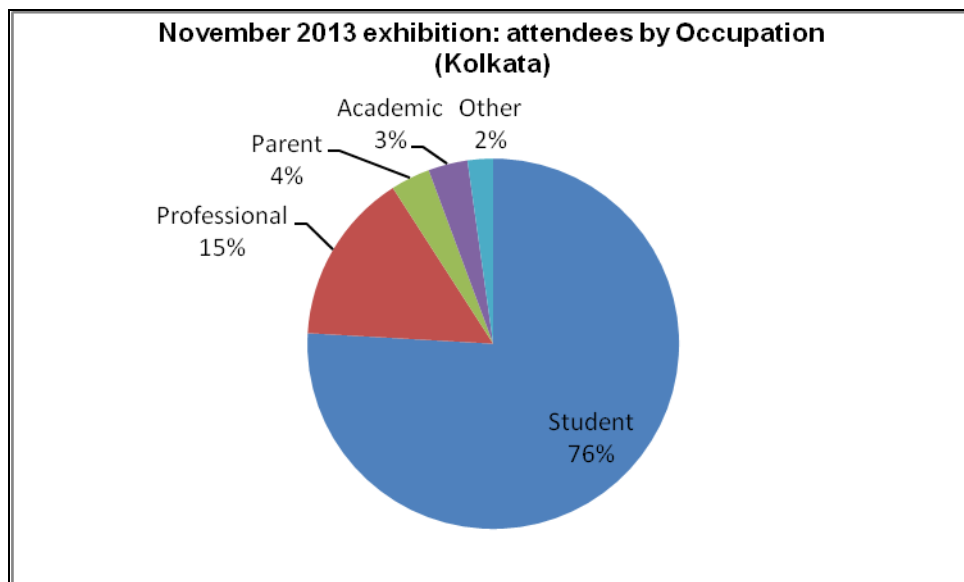


The first choice of country to study of the attendees at the Bangalore exhibition was UK with 32 per cent followed by USA with 32 per cent, Australia and Canada closely followed at 14 and 6 per cent respectively.

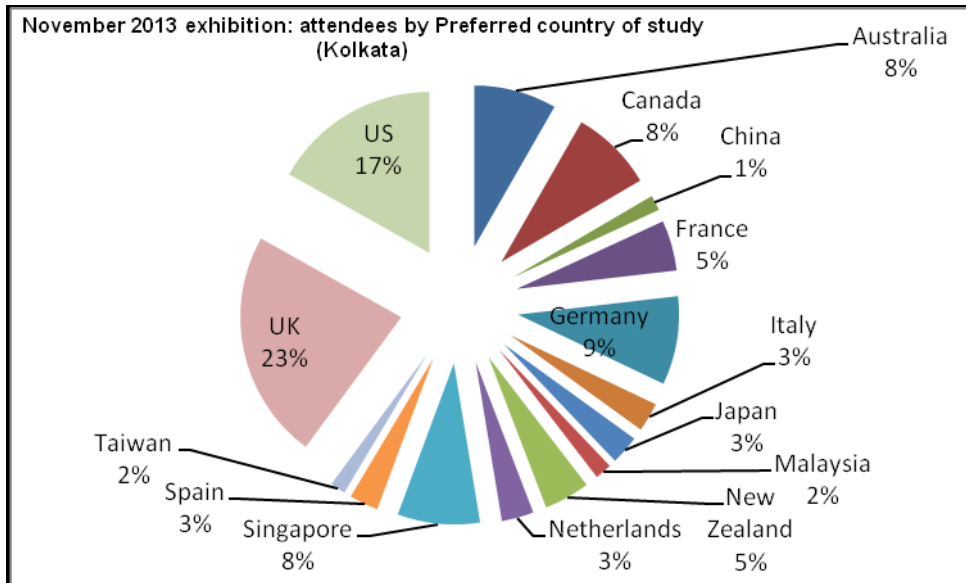


At the Bangalore exhibition, 36 per cent attendees were looking for scholarships.

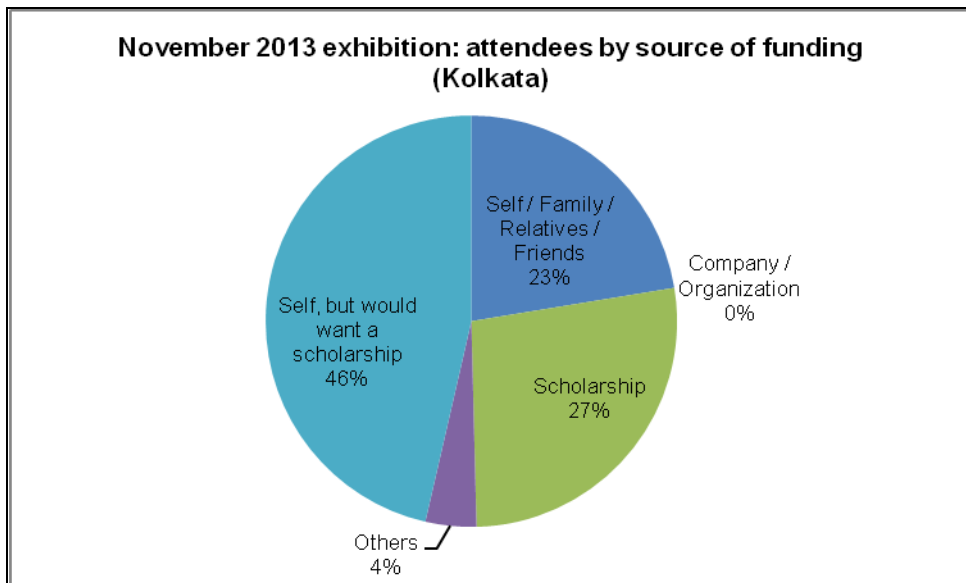
Kolkata:



At the Kolkata exhibition, 76 per cent attendees were students while only 15 per cent were working professionals

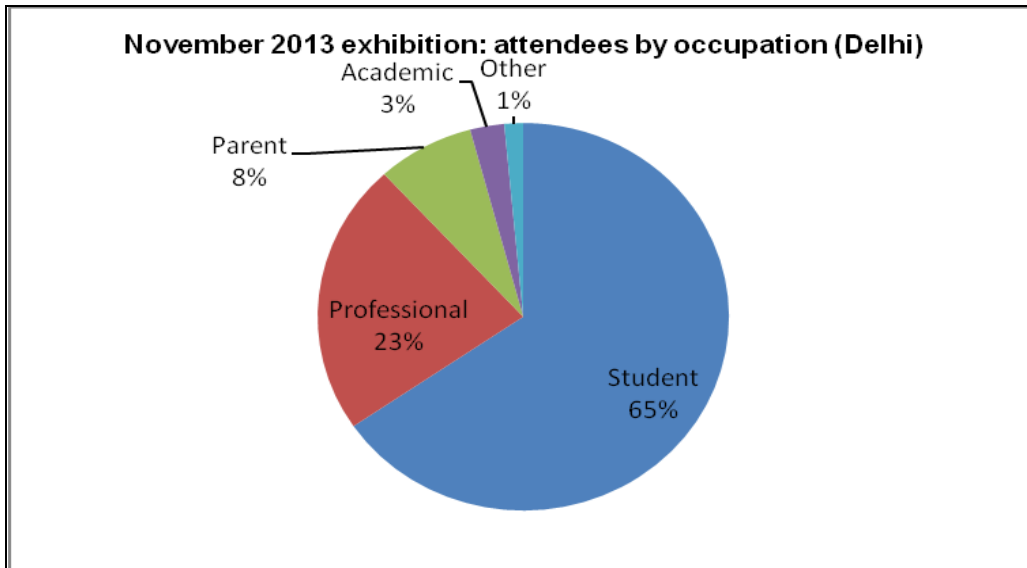


UK was the first choice of study for attendees at Kolkata exhibition with 23 per cent followed by US with 17 per cent.

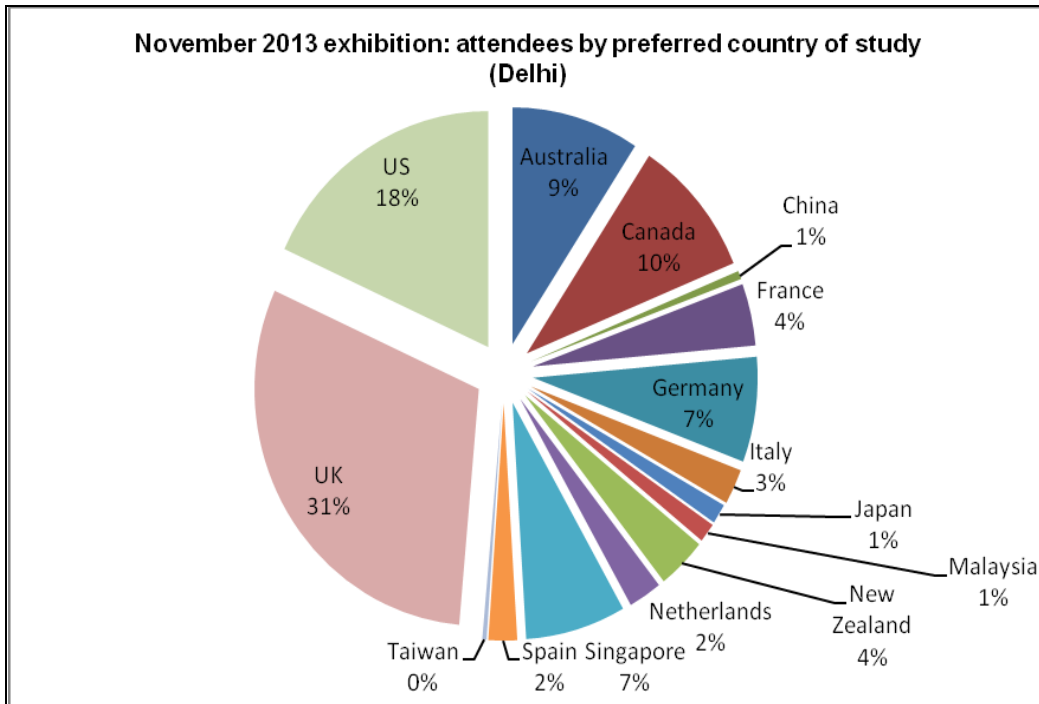


In the city of Kolkata, 27 per cent were looking for scholarships while 46 per cent were self dependent but were also looking for a scholarship option.

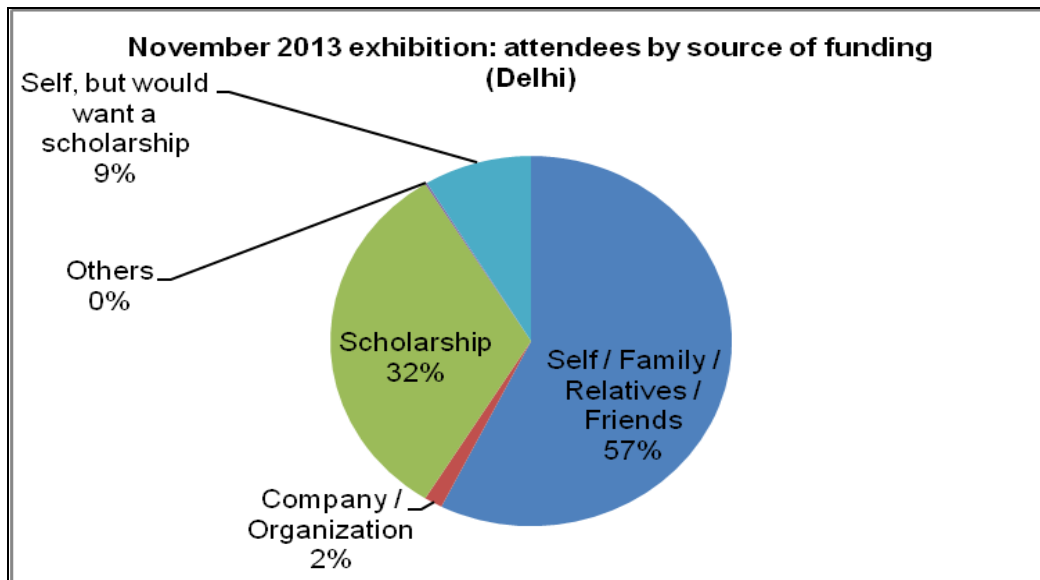
Delhi:



65 per cent of the attendees at the Delhi exhibition were students while 23 per cent were working professionals.



The first choice of country to study at the Delhi exhibition was UK with 31 per cent followed by USA with 18 per cent, Canada with 10 per cent and Australia with 9 per cent



57 per cent of attendees at the Delhi exhibition were not dependent on any funding options while 32 per cent were looking for a scholarship.

Appendix 3: Exhibitors' survey results

Exhibitors feedback analysis - Nov 2013 exhibition (in %)						
		Mumbai	Bangalore	Kolkata	Delhi	Average
1	How would you rate the duration of the event					
	Too long	6	6	9	0	5
	Just right	78	93	81	90	86
	Too short	7	2	3	7	5
	Blank	9	0	6	4	5
2	What were your objectives for coming					
	Recruitment	13	26	16	15	18
	Profile Raising	3	11	6	4	6
	Both	75	63	69	68	69
	Blank	9	0	9	15	8
3	Assessment of Visitors at your Stand					
	Good number and good quality	59	59	47	69	59
	Good quality only	28	19	13	13	18
	Good number only	10	15	22	17	16
	Disappointing	0	7	9	2	5
	Blank	3	0	9	0	3
4	Assessment of the Exhibition in terms of Promotion of the Event					
	Very Good	21	20	22	30	23
	Good	43	57	56	52	52
	Satisfactory	15	17	9	8	12
	Unsatisfactory	0	0	0	2	1
	Blank	21	6	13	9	12
5	Assessment of the Exhibition in terms of Branding at the Event					
	Very Good	29	28	31	28	29
	Good	41	54	50	56	50
	Satisfactory	13	11	6	7	9
	Unsatisfactory	1	0	0	0	0
	Blank	16	7	13	9	11
6	Assessment of the Exhibition in terms of Overall Exhibition					
	Very Good	22	24	25	20	23
	Good	44	57	34	59	49
	Satisfactory	19	11	19	13	16
	Unsatisfactory	0	0	6	2	2
	Blank	15	7	16	6	11
7	Rate the support to your business needs from BC before the event					
	Very Good	22	22	28	19	23
	Good	49	57	41	59	52
	Satisfactory	15	13	13	13	14
	Unsatisfactory	1	2	3	3	2
	Blank	13	6	16	7	11

8	Rate the support to your business needs from BC during the event					
	Very Good	22	28	28	24	26
	Good	46	54	44	43	47
	Satisfactory	18	13	13	24	17
	Unsatisfactory	1	0	0	0	0
	Blank	13	6	16	9	11
9	Did the Exhibition meet your expectations					
	Agree Strongly	15	20	16	13	16
	Agree	65	67	69	74	69
	Disagree	6	6	13	4	7
	Strongly Disagree	0	0	0	2	1
	Blank	14	7	3	7	8
10	Overall, the Exhibition was a high quality event					
	Agree Strongly	21	15	19	17	18
	Agree	60	69	56	61	62
	Disagree	3	7	9	15	9
	Strongly Disagree	0	0	0	0	0
	Blank	16	9	16	7	12
11	Have acquired knowledge about the market from participating at the exhibition					
	Agree Strongly	13	15	22	11	15
	Agree	60	69	50	56	59
	Disagree	9	7	9	15	10
	Strongly Disagree	0	0	0	2	1
	Blank	18	9	19	17	16
12	How was this exhibition compared to last year					
	Much better	6	4	3	2	4
	Better	15	28	13	20	19
	Same	22	22	16	33	23
	Worse	4	11	3	2	5
	Much worse	0	0	3	0	1
	Didn't attend	38	28	50	31	37
	Blank	15	7	13	11	12
13	Will your institution consider attending a similar event next year?					
	Yes	59	54	50	56	55
	No	0	3	3	0	2
	Undecided	26	37	25	28	29
	Blank	15	7	22	16	15

Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (quantity and circulation figures for newspapers)
Print	Newspaper advertising:	Month of November	
	Mumbai : A total of 14 adverts were released in main issues and supplements		Times of India : 821000 Economic Times: 215000 Maharashtra Times: 302000 (regional) Navbharat Times: 129000 (regional) Midday: 267000 Education Times: 524000 DNA Academy: 549000 Gujarat Samachar: 245000 (regional)
	Bangalore: 22 adverts in 10 unique newspapers		Hindu Education Plus : 140,000 DH-Education: 176, 000 Bangalore Times: 325,000 New Indian Express: 65000 Hindu Education Plus: 140, 000 Education times : 506, 000 Prajavani: 260, 000 Deccan Chronicle: 215,000 Vijay Karnataka : 150, 000 (regional) Udayavani : 125, 000 (regional) Vijaya Vani: 140, 000 (regional) NIE - City Express: 50, 000 Star of Mysore: 45, 000
	Kolkata: 10 adverts were released		Times of India: Main: 402000 Education Times Ananda Bazar Patrika: 1194337 Hindustan Times: 70000 The Telegraph : 465099 Ei Samay
	Delhi: More than 15 adverts were released		Times of India: 175000 + 49000 (circulation) The New Indian Express: 49000 (circulation) Malayala Manorama: 1979000 (circulation) Kochi Chronicle: 65000 (circulation) NIE City express: 49000 (circulation)
	Posters+ Emailers + Eflyers to internal and external databases		Mumbai: 29000, Bangalore: 8600, Kolkata: 8500, Delhi: 11500
Outdoor	Hoarding		Bangalore: 27 banners behind school buses, Kolkata: hoarding placed from 15 to 29 Nov, Delhi: 4 hoardings



	Radio		Mumbai: promotional activity on Radio for 7 days, Bangalore: radio spots on tqo different radio stations, Delhi: Radio spots for 4 days including alumni testimonials
Others			<ol style="list-style-type: none"> 1) Mumbai:50,000 newspaper inserts, Poster display and placement of flyers inside college canteens across 10 colleges , Flyer distribution outside 4 colleges, Flyer distribution at 5 books stores , Tent cards and standee at coffee shops and malls, promotional via Movie slides, Facebook upload on 3 college sites, Tablet activation at 4 colleges 2) Bangalore: Theatre slides (Scrollers) across 15 theatres, 4 bus shelters for a period of one week, newspaper insertions one week before the exhibition, Announcement on radio through Bangalore university for a period of one month

A snapshot of Press coverage:

A GREAT campaign

KNOWLEDGE IS GREAT

GREAT Scholarships programme - India

EDUCATION IS GREAT

visas. At the exhibition other informative seminars were also delivered by academicians from the UK institutions on subjects such as an MBA in the UK, IELTS, IT and engineering.

Rob Lynes, Director British Council, India said, "With the launch of the GREAT Scholarship and GREAT Career guide, we aim to empower aspiring Indian students to choose the right course in the UK. This will be followed by a series of Education UK exhibitions across India which will further enable students to meet recruiting faculty and international managers of leading UK institutions. We at the British Council are committed to helping Indian students make the best educational choices and offer them up-to-date information on studying and living in the UK."

With the Education UK Mumbai exhibition, the British Council will be initiating a four-city exhibition that will travel to Bangalore on November 27, Kolkata on November 29 and New Delhi on November 30. The UK has been welcoming international students for over a century, with a global reputation for excellence in the field of education and skills. Annually, 4,00,000 overseas students study at UK institutions, of which almost 30,000 are currently from India.

Andrew Soper, Counsellor (Prosperity), British High Commission, New Delhi:
The UK has been welcoming international students for over a century. There are currently 4,30,000 international students from Non-EU countries studying in the UK of which almost 30,000 are from India. There is no cap on the number of Indian students in the UK and you can work after study in a graduate level job. In fact, we want to attract more world-class individuals with the knowledge and expertise that will drive leading research and economic growth.

We want to attract the brightest and best to study and work, but at the same time ensure that everyone who comes to the UK is coming to do a legitimate job or is a genuine student coming to study at a genuine institution. Student visa regulations protect and support genuine Indian students at UK universities and still allow them to work while studying. In addition, doors remain open for students to work after study in graduate level employment for those earning a graduate level salary (£20,000+) for up to 3 years, with the possibility of extending for a further 3 years. There has been no change to ability to work during study for those students at Higher Education institutions studying at/above degree level (20 hours per week in term time and full time in the holidays). A new visa has been introduced for graduate entrepreneurs, which allows students who have world-class innovative ideas to stay in the UK and develop their ideas. For those Indians who aspire for an international study experience and professional development, the UK remains the preferred destination. And, we remain committed not only to welcoming Indian students to the UK but also offering them an unparalleled environment to help accelerate their professional aspirations and growth.

To fulfil the ambitions of young talented Indians wanting to study in the UK, the British Council announced the single largest number of scholarships ever launched in a year in India, by offering around 370 scholarships worth almost 1 million GBP. The British Council launched the GREAT Scholarship and GREAT Career Guide in Mumbai on Monday as a part of the 'GREAT BRITAIN' campaign. These were available to the students at an exclusive Education UK exhibition which was held on November 26, 2013 at The Leela in Mumbai. The British Council also launched the GREAT Career Guide that features articles about popular subjects that Indian students choose to study in the UK and opportunities available thereafter. Launched in February 2012, GREAT is a strategic international marketing programme designed to promote the UK to business, tourism and student markets worldwide in order to enhance the country's global reputation.

The day long exhibition in Mumbai provided information on undergraduate, postgraduate or research programmes in the UK and also gave information to aspiring students and parents on student life and culture. The exhibition in Mumbai had participation from 70 UK universities and also had a UK Visa and Immigration stall managed by the officers of the British Deputy High Commission, Mumbai, to assist visitors with all queries relating to student visa regulations and policies. UK Visa and Immigration officers from the British Deputy High Commission also delivered a seminar on student

British Council offers ₹100m scholarships for Indian students

Indo-Asian News Service

The British Council has announced its largest-ever 370 scholarships programme valued at nearly ₹100 million (one million pounds), an official said.

The scholarships shall be given for 260 undergraduate and postgraduate courses in 36 participating universities in England, Scotland, Wales and Northern Ireland, according to British Council India Director Rob Lynes. Besides, an Education UK exhibition will be held to guide and assist students to Britain for the semesters starting September 2014 and January 2015.

The British Council has also launched the Great Career Guide which will help

Indian students choose to study in Britain and learn about opportunities available in that country.

"We want India's brightest and best students to come and study at our universities. There are no limits on the numbers who can come and then stay on to work in Britain after studies," said Andrew Soper, counsellor (Prosperity) with the British High Commission in New Delhi. "With the Great Scholarship and Great Career Guide, we aim to empower aspiring Indian students to choose the right course in Britain. It will be followed by series of Education UK exhibitions in India to help them meet recruiters and international managers of leading British institutions," Lynes said.

370 Indians to bag UK scholarships worth £1 mn

Mumbai: The British Council on Monday announced the largest-ever scholarship programme to be awarded to students in India. In a press conference held in the city, officials from the British Council said that this year, around 370 scholarships worth almost £1 million will be offered to students in the undergraduate and postgraduate courses in England, South Wales and Northern Ireland.

"We have some of the best universities in the world and are always open to the brightest and best students from India to come and study in the UK. And, owing to the increasing demand to the number of applications that come from India, we have also relaxed the visa norms for students," said Andrew Soper, counsellor (Prosperity), British high Commission, New Delhi. He added that there are various options that students will be provided with in terms of visas for graduate entrepreneurs, too.

The conference will be followed by a day-long exhibition in the city on Tuesday, organised to provide information on undergraduate, postgraduate or research programmes in the UK and also give information to aspiring students and their parents on student life and culture.

This exhibition will see participation from 70 UK varsities and will also have a UK Visas and Immigration stall managed by the officers of the British deputy high commission, Mumbai, to assist visitors with all queries relating to student visa regulations and policies. The exhibition will be held at The Leela in Andheri (E) between 2 and 7pm on Tuesday, and is open to students and their parents. TNN

CAMPUS ROUNDUP

British Council's new scholarships for Indians

British Council has announced the launch of the Great Scholarship and Great Career Guide in New Delhi as a part of the 'Great Britain' campaign.

While British Council is offering around 370 scholarships worth almost 1 million pounds, the Career Guide features articles about popular subjects that Indian students can choose to study in the UK, it also has information about opportunities available to students after study. Rob Lynes, director, British Council India, said: "We are committed to offering the best-in-class opportunities to Indian students who want to pursue education in the UK and hope that the launch of the Great Scholarship and Great Career guide will be fruitful for students pursuing academic growth in the UK. The British Council is working with partners across government and education sectors in the 'Great' campaign, promoting the UK as a destination to study. As many as 36 UK institutions are participating in this and these scholarships will be tenable between September 2014 and January 2015."

भारतीय विद्यार्थ्यांसाठी ग्रेट ब्रिटनच्या पायघड्या

कोट्यवधींच्या शिष्यवृत्ती देण्याची घोषणा

मुंबई : विदेशात शिकणाऱ्या भारतीय विद्यार्थ्यांना आपल्याकडे आकर्षित करण्यासाठी ग्रेट ब्रिटनने एक पाऊल पुढे टाकले. ब्रिटिश कौन्सिलचा उपक्रम असलेल्या 'ग्रेट कॅम्पेन' अंतर्गत भारतीय विद्यार्थ्यांसाठी १०० दशलक्ष रुपयांची शिष्यवृत्ती देण्याची घोषणा सोमवारी ब्रिटन उच्चशिक्षणमंत्रालय वरिष्ठ अधिकारी व सल्लागार (प्रॉस्पेक्ट) अंग्रेज्यू सॉपर यांनी केली. मात्र, ग्रेट ब्रिटनमधील विद्यापीठात प्रवेश घेणाऱ्या विद्यार्थ्यांसाठीच ही शिष्यवृत्ती देण्यात येणार आहे.

इंग्लंडचे पंतप्रधान डेव्हिड कॅमेरून यांनी द्विपक्षीय संबंध मजबूत होण्यामध्ये शिक्षण महत्त्वाची भूमिका बजावू शकते, असे म्हटले होते. कॅमेरून यांचा हाच धागा पकडून ग्रेट कॅम्पेन भारतात आणण्यात आल्याचे सांघर म्हणले. ब्रिटिश कौन्सिलने त्या दृष्टीने भारतात 'ग्रेट स्कॉलरशिप' आणि 'ग्रेट करियर गाईड' या उपक्रमांचे आयोजन केले आहे. ग्रेट ब्रिटनमध्ये मोठ्या प्रमाणावर भारतीय नागरिकांचा

भरणा आहे. याशिवाय जगभरातील विविध देशातील नागरिक गुण्यागोविंदाने राहत असल्यामुळे ग्रेट ब्रिटनमधील संस्कृती शिक्षणासाठी योग्य आहे.

शिष्यवृत्तीबाबत...

अभियांत्रिकी, कायदा, व्यवस्थापन, आर्ट आणि डिझाईन, बायोसायन्स आणि आयटी या अभ्यासक्रमात प्रवेश घेणाऱ्या भारतीय विद्यार्थ्यांना शिष्यवृत्ती देण्यात येणार आहे. विद्यार्थ्यांना ३७० प्रकारच्या शिष्यवृत्ती मिळणार आहेत. सप्टेंबर २०१४ ते जानेवारी २०१५ या सैद्धान्तिक वर्षातच प्रवेश घेणाऱ्या विद्यार्थ्यांना शिष्यवृत्तीचा लाभ मिळणार आहे. ब्रिटिश कौन्सिलच्या संकेतस्थळावर याबाबतची सविस्तर माहिती उपलब्ध आहे.

जगभरातील सहा सवोच्च दर्जाची विद्यापीठे ग्रेट ब्रिटनमध्ये आहेत. जगभरातील जवळपास ४ लाख



विद्यार्थी दरवर्षी ग्रेट ब्रिटनमध्ये शिक्षणासाठी येतात. यामध्ये भारतीय विद्यार्थ्यांची संख्या ३० हजार आहे. भारतीय विद्यार्थ्यांचे प्रमाण वाढवण्याच्या उद्देशाने ग्रेट कॅम्पेनचे आयोजन करण्यात आल्याचे सांघर यांनी सांगितले.

या उपक्रमांतर्गत २६ नोव्हेंबर रोजी ग्रेट ब्रिटनमधील जवळपास ७० विद्यापीठांचे प्रतिनिधी, भारतीय विद्यार्थी आणि त्यांच्या पालकांमध्ये लीला हॉटेलमध्ये परिसंवाद होणार आहे. यामध्ये व्यवस्थापन, आयटी, अभियांत्रिकी अभ्यासक्रम आणि विसाच्या मुद्यावर पालक आणि विद्यार्थ्यांच्या शंकांचे निरासन करण्यात येणार आहे. मुंबईनंतर बंगळूरु, कोलकाता, नवी दिल्ली येथे 'ग्रेट कॅम्पेन' भरवण्यात येणार आहे.

Scholarships to Study in UK

Bangalore: The British Council announced new scholarships to attract Indian students to study in the United Kingdom.

Regional Director, Services of International Education Marketing (South Asia) of British Council Ottolie Wekezer announced the scholarships on Wednesday. "The scholarship programme we are launching in India is part of the GREAT campaign. Around 370 scholarships, worth 1 million pounds, for 260 undergraduate and post-graduate courses will be given," she said.

The scholarships will be available for engineering, law, business, art, design, biosciences and IT courses.

However, the new scholarships are available for those who will be admitted between September 2014 and January 2015. The British Council also organised a one-day UK Education exhibition in the city, with participation from 56 UK-based universities. As per the data available from British Council, of the four lakh overseas students who head to UK for education annually, 30,000 are from India.

ENS

370 Indian students to bag UK scholarships worth ₹10cr

TIMES NEWS NETWORK

Bangalore: The British Council on Wednesday announced scholarships worth Rs 10 crore for 370 Indian students, which it claimed is the largest-ever initiative for the country.

The scholarships will cover 260 undergraduate and postgraduate courses across 56 universities in England, Scotland, Wales and Northern Ireland. "It's an endeavour to attract India's brightest students to our universities," said Ottolie Wekezer, regional director, Services of International Education Marketing (South Asia), British Council.

On Wednesday, an Education UK exhibition was organized in Bangalore to provide information to students on the semesters starting September 2014 and January 2015. It also featured a UK visa and immigration stall, managed by immigration officers of the British High Commission.

British Council also launched the Great Career Guide to help students learn about opportunities available in UK. "We aim to empower aspiring Indian students to choose the right course in Britain," Wekezer said.

'Quality education not cheap'

TIMES NEWS NETWORK

British Council has been aggressively campaigning for UK education in India for the past few months. Paul Sellers, director of British Council for South India operations, said the programmes are aimed at tapping Indian talent even as the country is emerging as a leading global power. In an interview, Sellers spoke about student visas, social security among other issues. Excerpts:



How far have the UK government's visa restrictions impacted genuine applications for higher education?

There are no problems at all for students who want to pursue programmes on a bonafide basis. It just takes 30 minutes to get the clearance if all records are genuine. What the UK government has done is to

ensure that fake institutions don't cheat foreign students in the name of short-term programmes. We want to encourage students with the right qualification to join the right institution.

Indian students who want to pursue education in UK are worried about rising costs of living and accommodation.

The UK is competitive — both in terms of tuition fees and cost of living. But again, quality doesn't come cheap. One has to shell out more to avail the best education.

Safety and security are primary concerns of parents who want to send their wards overseas. Where does UK stand on this?

We have been extremely sensitive to the safety of foreign students studying in England. I am hundred per cent sure that Indians have no qualms about security issues in UK.

UK unveils largest scholarship programme for Indian students

BANGALORE: The British Council has launched as many as 370 scholarships worth one million pounds for Indian students aiming to pursue their studies in the United Kingdom.

Speaking to *Deccan Herald* after the launch of the 'Great Scholarship' here on Wednesday, Paul Sellers, director, British Council Operations, South India, said despite the fact that the UK had always been a preferred destination for Indian students, it had to compete against a number of countries that had recently opened up as new and attractive destinations for education. "In such a competitive environment, we cannot be complacent. This is, however, not a reactive approach but a strategy that has been taken due to the changing international scene. We want to capitalise on our quality," Paul said.

Indian students will be able to avail of the scheme during the September 2014 and January 2015 admissions. Scholarships will be available to as many as 260 undergraduate and postgraduate courses in subjects such as engineering, bioscience, art and design. Hailed as the 'single largest scholarship to be launched in India,' as many as 36 institu-

tions in the UK, Scotland, Wales and Northern Ireland will be part of the initiative, he added.

Along with the scholarship program, a 'Great careers guide' to help Indian students was also launched.

Replying to a question on whether the strict visa regulations in the UK will affect students availing the scholarship, Paul said: "Students with proper documentation will not be stopped and authorities will do their best to make the process simple. We want to strike a balance between attracting more students while also adhering to the regulations."

According to media reports, the number of students from India pursuing studies in the UK has significantly gone down as a result of the regulations. The recent slide in the value of rupee has also not helped matters with a number of Indian students delaying plans to go abroad.

"The slide of the rupee has not impacted the number of students aiming to pursue their studies in the UK as it is a relatively recent phenomenon. Students had already made their plans. However, if the slide continues, we might see a different situation," said Paul.

DH News Service



USEFUL INPUTS: Students are all ears to an executive at the Education UK exhibition in the City on Wednesday. **DH PHOTO**

U.K. woos Indian students

370 scholarships offered during 'GREAT Britain' campaign

Staff Reporter

BANGALORE: Notwithstanding stringent visa regulations and the sliding rupee, the United Kingdom (UK) is still confident of retaining Indian students as the largest cohort of foreign students from South Asia (30,000 of the four lakh foreign students).

The British Council organised the Education UK exhibition here on Wednesday, where 56 universities participated as part of its 'GREAT Britain' campaign. On offer was the largest-ever number of scholarships announced for Indian students – 370 new scholarships worth almost one million pounds in 260 undergraduate and post-graduate courses ranging from engineering, law, business, art and design, biosciences and information technology. They will be applicable for the September 2014 and January 2015 intakes.

Ottolie Wekezer, regional



Visitors at the launch of Education U.K. exhibition in Bangalore on Wednesday. – PHOTO: SHRADDHA VISHWAKARMA

director, Services of International Education Marketing (South Asia), British Council, said a part of the campaign was aimed at 'setting the record straight' around the visa issue. "The visa process for genuine students will be easy.

We have made a 10-minute film which outlines the whole process. There is some confusion around the issue and we are trying to clarify," she maintained.

Asked about the other 'drawback' of studying in the

U.K. that emerging alternative higher education destinations are capitalising on – the lack of a stay back option – she said, "The policy is very clear. Students who get a graduate level job and earn over 20,000 pounds a year

can apply for three years work visa." As for the financial constraints Indian students are faced with due to the fall of the rupee, she said the 'new money' being offered as part of the new scholarships would benefit them.

She added that apart from attracting more Indian students to study in the U.K., next year, the council was also looking at sending a large number of British students to study and work in India.

Paul Sellers, director, British Council Operations, south India, said it was too early to tell whether the downturn had an impact on admissions. "Indian students prepare well. Increasingly in India, people do have the means."

Speaking about the campaign, Mr. Sellers said, "We are in a competitive environment where many countries are offering good education. The campaign is not exactly a wake up call. It is not a reactive approach. It is business as usual."

FEWER STUDENTS OPTING FOR BRITISH UNIVERSITIES

UK woos home students

STATESMAN NEWS SERVICE
Kolkata 29 November

With devaluation of the rupee, fewer students are opting for UK universities, to overcome this the British Council is offering 370 scholarships for meritorious Indian students.

"The enrolment of Indian students have dipped, study is expensive that is why the British council is providing scholarships worth almost 1 million pounds," said Ms Sujata

Sen, director, East India, British Council.

UK gets approximately 400,000 overseas students annually of which 30,000 are from India.

A one day exhibition was organised by the British Council in the city to provide information on undergraduate, postgraduate or research programmes in the UK and also give information on student life and culture.

Representatives from UK universities

answered queries on courses being offered.

To help students make the right career choices, the council launched the career guide that features articles on popular subjects that Indian students choose to study in the UK and opportunities available after study.

The director, East India, Ms Sen said that studying in UK would be fruitful for students as the return on investment was higher than other countries.

The exhibition also provided clarity on UK visa procedures.

Officials from the University of the Arts London, University for the Creative Arts, University of Manchester, University college London, among others were present at the exhibition. The UK education exhibition is held in four different cities of the country - Delhi, Mumbai, Bangalore and Kolkata. Chennai will host the next exhibition in February.

370 Indians to bag UK scholarships worth £1 mn

Mumbai: The British Council on Monday announced the largest-ever scholarship programme to be awarded to students in India. In a press conference held in the city, officials from the British Council said that this year, around 370 scholarships worth almost £1 million will be offered to students in the undergraduate and postgraduate courses in England, South Wales and Northern Ireland.

"We have some of the best universities in the world and are always open to the brightest and best students from India to come and study in the UK. And, owing to the increasing demand to the number of applications that come from India, we have also relaxed the visa norms for students," said Andrew Soper, counsellor (Prosperity), British High Commission, New Delhi. He added that there are various options that students will be provided with in terms of visas for graduate entrepreneurs, too.

The conference will be followed by a day-long exhibition in the city on Tuesday, organised to provide information on undergraduate, postgraduate or research programmes in the UK and also give information to aspiring students and their parents on student life and culture.

This exhibition will see participation from 70 UK varsities and will also have a UK Visas and Immigration stall managed by the officers of the British deputy high commission, Mumbai, to assist visitors with all queries relating to student visa regulations and policies. The exhibition will be held at The Leela in Andheri (E) between 2 and 7pm on Tuesday, and is open to students and their parents. 784

British Council to offer scholarships worth £1 million

MUMBAI: The British Council on Monday announced 370 scholarships for almost 1 million pounds, exclusively for Indian students.

The scholarships for 260 undergraduate and postgraduate courses in England, Scotland, Wales and Northern Ireland, will be available for the next academic year.

The scholarships were announced as part of the Council's 'Great Britain Campaign', an exhibition at the Leela, Sahar road on Tuesday. The exhibition will provide information on undergraduate, postgraduate or research programmes in UK and details on the scholarship.

Great career guide, a comprehensive guide for study in the UK was also launched. "We want India's brightest students to come and study at our universities. Scholarships are very crucial for Indian students since UK is very expensive. 36 institutions are participating in this programme which will be spread across various streams," said Rob Lynes, director, British Council, India.

HTC

GREAT BRITAIN CAMPAIGN

British Council launched the GREAT Scholarship and GREAT Career Guide as a part of the 'GREAT BRITAIN' campaign at an exclusive Education UK exhibition at The ITC Sonar, Kolkata on November 29 for students who want to know more about education and living in the UK. With a short interactive video on how UK is progressing in multifarious disciplines like science, media and the creative arts, director, East India, British Council, Sujata Sen, provided valuable insights on UK education from the ground up. Announcing the launch of the single largest scholarship programmes with around 370 scholarships amounting to 1 million pounds for undergraduate and postgraduate courses in UK, she revealed some of the lesser known facts of overseas education.

'MAKE IT GREAT' DRIVE

DEBAMEETA BHATTACHARYA
REPORTS ON A UK INITIATIVE TO
ATTRACT INDIAN STUDENTS

As part of a UK campaign, the British Council launched the "Great" scholarship and career exhibition in Kolkata on 29 November in which representatives from 36 universities across England, Scotland, Wales and Northern Ireland participated at the ITC Sonar for students wanting to know more about education and living in the UK. Aimed at inviting the brightest talent from India to study in Britain, around 370 scholarships worth almost £1 million were announced. Launched in February 2012, "Great" is a strategic international marketing programme designed to promote the UK to business, tourism and student markets worldwide to enhance the country's global reputation.

This one-day exhibition was organised to provide information on undergraduate, postgraduate and

141 characters.

Student mobility is critical for cultural relations given that the mutual movement of people and ideas between India and the UK helps create the condition for more creativity, innovation and enterprise. Scholarships will be offered for 260 undergraduate and postgraduate courses ranging from engineering, law and business to art and design, biosciences and IT and these will be tenable for September 2014 and January 2015 intakes.



research programmes and also explain student life and culture. The exhibition also had a UK visa and immigration stall managed by officers of the British High Commission in the city to assist visitors with all queries pertaining to regulations and policies along with informative seminars delivered by academicians from British institutions on subjects such as MBA, IT, engineering and law.

This apart, the British Council will also be introducing an online slogan contest, "Make it great", aimed at giving Indian students (school-going ones as well) the opportunity to articulate their intent and passion for studying in the UK by completing the slogan "Knowledge is great to me because..." in

With the rupee's depreciation and the rippling effect on the Indian economy, it would seem absurd to be sceptic about studying in the UK. It is true that tuition fees in that country are quite steep, but then you could have a chance to repay loans. For undergraduates and postgraduates, there are part-time jobs available. Also, one can avail summer jobs where the work is full-time. Of course, there is a probationary period — one can stay in the UK and look for a job, but within four months one can secure employment worth £ 20,000 a year to qualify for a work visa, failing which one will be sent

back home, as per government rules. For detailed information on the universities and their prospectives involved, visit: <http://www.educationuk.org/india/>. For subject and institution reviews, visit www.unistats.ac.uk and for research ratings go to www.rae.ac.uk

International students with a recognised degree from a UK institution may also be able to apply for a visa to work in the country as per the announcement on "Exceptional talent route" and "New student entrepreneurs" scheme. You can find more on www.ukba.homeoffice.gov.uk/countries/india

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htcampuscalling



British Council organised a day-long education fair in the city recently.

A bouquet of scholarships from the UK

STUDYING ABROAD The Great Britain Campaign offers financial aid worth ₹10 crore

By Correspondent

141 characters

KOLKATA: The British Council has announced its largest ever scholarship programme for Indian students recently. A total of £1 million (approximately ₹10 crore) will be awarded to students in undergraduate and postgraduate degrees by 33 universities of UK in a package that has been collectively titled 'Great Britain Campaign'. It aims to increase prospects of scholarships for Indian students who want to study abroad in the current economic scenario.

With the Great Britain campaign, a bouquet of 370 scholarships has been made available for Indian students. The British Council announced this at a day-long exhibition recently along with this, the Great Scholarship Guide and the Great Career Guide were released at the exhibition fair.

While the career guidebook would help students find foothold with a definite career and enhance his employability, the scholarship book would give all relevant details and scholarship requirements for each of the 33 universities.

"The Great Britain campaign is a new marketing initiative for the Indian market, which has always contributed significantly to our education sector as well as the economic growth. Currently there are about 4,00,000 international students in the UK, among whom 30,000 are Indians," said Sujata Sen, director east India, British Council.

The exhibition hosted stalls from the 33 universities and had one stall by the UK visa and immigration officers to help students with migrating issues. The day-long exhibition also engaged seminars by academicians from the participating universities on subjects like management, IT, engineering, law, information technology and language too, in an attempt to encourage young minds to look beyond India and look overseas.

The Great Career Guide contains success stories of Indian students and alumni of other universities, along with articles from the universities' career advisers. The book also has articles on the most popular subjects that Indian students choose to study in the UK.

"It is a good time for students to experience education in the UK. We are welcoming India's brightest talent to hone their skills and education. Indian students have always done very well in contributing to the research work and growth of Britain. We intend to take the growth further with this campaign," said Sen.

Some of the participating universities are the University College London, Durham University, University of Birmingham and University of Nottingham, which are among the best universities of the country.

While the Durham University is offering scholarships in MBA, management, marketing, finance and economics, the University of Edinburgh is offering scholarships to pursue a MBA degree, master's programme in management, finance and investment and subjects like artificial intelligence and evolutionary

biology. Similarly, the well-known University College London is offering scholarships for their MSc courses in management, economics, construction economics and management and cancer, each worth £3000.

A total of 370 scholarships will be distributed between 260 undergraduates and postgraduate courses of the 33 universities. The scholarships will be applicable for the academic period of September 2014 to January 2015. For more details, log on to educationuk.org.



Sujata Sen, director east India, British Council, with the Great Career Guide.



Representatives from all the 33 universities offering scholarships were present at the exhibition.

Regional coverage:

‘ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್‌ನಿಂದ ವಿದ್ಯಾರ್ಥಿವೇತನ’

■ **ವಿಕ ಸುದ್ದಿಲೋಕ ಬೆಂಗಳೂರು**
ಭಾರತೀಯ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಆಕರ್ಷಿಸುವ ಸಲುವಾಗಿ ‘ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್’ ಏರ್ಪಡಿಸಿದ್ದ ಶಿಕ್ಷಣ ಮಾಹಿತಿ ಕಾರ್ಯಾಗಾರ ಖಾಸಗಿ ಹೋಟೆಲ್‌ನಲ್ಲಿ ನಡೆಯಿತು.

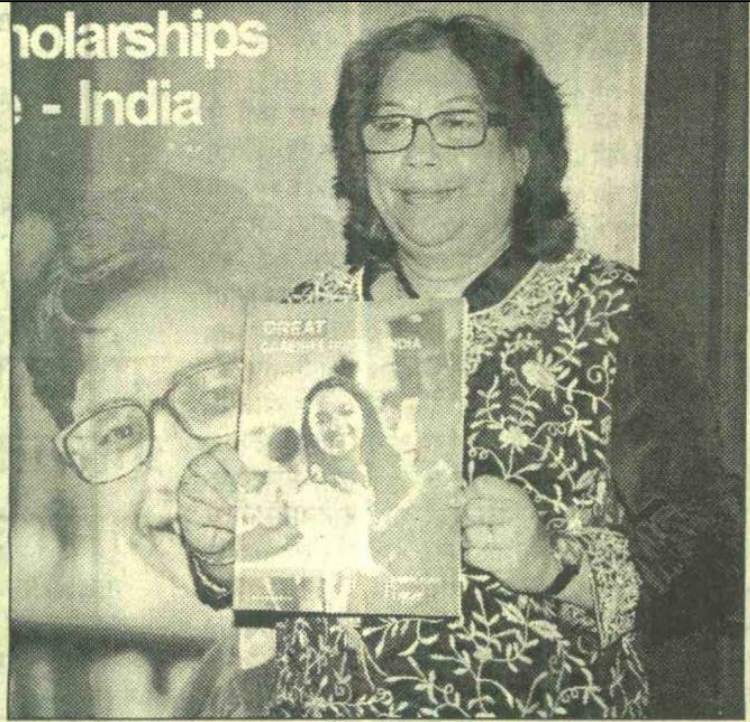
ಈ ವೇಳೆ ಸುದ್ದಿಗಾರರ ಜತೆ ಮಾತನಾಡಿದ ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್‌ನ ಅಂತಾರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ಮಾರುಕಟ್ಟೆಯ ನಿರ್ದೇಶಕ ಒಟ್ಟೋಲಿ ವಿಕೆರ್ಟುರ್, “ಹಿಂದಿನಿಂದಲೂ ಅಂತಾರಾಷ್ಟ್ರೀಯ ಮಟ್ಟದಲ್ಲಿ ಶಿಕ್ಷಣಕ್ಕೆ ಇಂಗ್ಲೆಂಡ್ ಹೆಸರುವಾಸಿಯಾಗಿದೆ. ಸದ್ಯ ಭಾರತದ ಸುಮಾರು 36 ಸಾವಿರ ವಿದ್ಯಾರ್ಥಿಗಳು ವಿದ್ಯಾಭ್ಯಾಸ ಮಾಡುತ್ತಿದ್ದಾರೆ. ಹೀಗಾಗಿ, ಇನ್ನಷ್ಟು ಪ್ರತಿಭಾವಂತ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಆಕರ್ಷಿಸಲು ವಿದ್ಯಾರ್ಥಿ ವೇತನ ಕಾರ್ಯಕ್ರಮ ಹಮ್ಮಿಕೊಳ್ಳಲಾಗಿದೆ,” ಎಂದರು.

370 ಮಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿ ವೇತನ:
“ಈ ಮೂಲಕ 370 ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ತಲಾ ಒಂದು ಲಕ್ಷ ಪೌಂಡ್ ಮೊತ್ತದ ವಿದ್ಯಾರ್ಥಿ ವೇತನ ನೀಡಲು ನಿರ್ಧರಿಸಲಾಗಿದೆ. ಜತೆಗೆ, ಉದ್ಯೋಗ ವಕಾಶಕ್ಕೂ ಸಲಹೆ ನೀಡಲಾಗುತ್ತಿದೆ. ಎಂಜಿನಿಯರಿಂಗ್, ಐಟಿ, ವಾಣಿಜ್ಯ, ಕಲೆ ಸೇರಿದಂತೆ ಒಟ್ಟು 260 ಕೋರ್ಸ್‌ಗಳನ್ನು ನೀಡಲಾಗುತ್ತಿದೆ. ಆಸಕ್ತ ವಿದ್ಯಾರ್ಥಿಗಳು ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿ ವೇತನ ಪಡೆದು ಕೊಳ್ಳಬಹುದಾಗಿದೆ,” ಎಂದರು. “ವಿದ್ಯಾರ್ಥಿವೇತನಕ್ಕಾಗಿ ಇಂಗ್ಲೆಂಡ್, ಸ್ಕಾಟ್‌ಲ್ಯಾಂಡ್, ವೇಲ್ಸ್, ಹಾಗೂ ಉತ್ತರ ಐರಲ್ಯಾಂಡ್‌ನ 36 ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಗಳ ಜತೆ ಒಡಂಬಡಿಕೆ ಮಾಡಿಕೊಳ್ಳಲಾಗಿದೆ,” ಎಂದು ಅವರು ಮಾಹಿತಿ ನೀಡಿದರು. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಮಾರ್ಗ ದರ್ಶನ ನೀಡುವ ಮಾಹಿತಿ ಕೈಪಿಡಿಯನ್ನು ಬಿಡುಗಡೆ ಮಾಡಲಾಯಿತು.

370 ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ

ಬ್ರಿಟನ್ ವಿದ್ಯಾರ್ಥಿವೇತನ

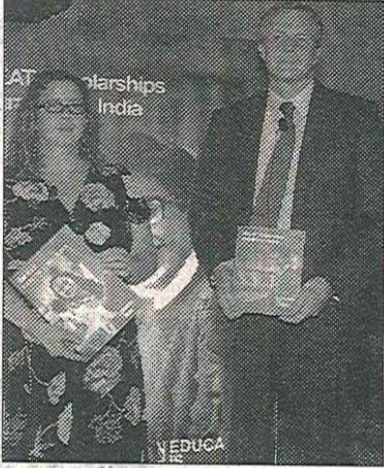
ಬೆಂಗಳೂರು: ಬ್ರಿಟನ್‌ನಲ್ಲಿ ಉನ್ನತ ಶಿಕ್ಷಣ ವ್ಯಾಸಂಗಕ್ಕೆ ಭಾರತೀಯ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಆಕರ್ಷಿಸುವ ಸಲುವಾಗಿ ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್ 370 ಭಾರತೀಯ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ 10 ಲಕ್ಷ ರೂ. ಮೊತ್ತದ ವಿದ್ಯಾರ್ಥಿವೇತನ ಘೋಷಿಸಿದೆ. ಬುಧವಾರ ಖಾಸಗಿ ಹೋಟೆಲ್‌ನಲ್ಲಿ ಆಯೋಜಿಸಿದ್ದ ಎಜುಕೇಷನ್ ಯುಕೆ ಕಾರ್ಯಾಗಾರಕ್ಕೂ ಮುನ್ನ ಗ್ರೇಟ್ ಬ್ರಿಟನ್ ಅಭಿಯಾನದ ಅಂಗವಾಗಿ ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್ ದಕ್ಷಿಣ ಭಾರತ ನಿರ್ದೇಶಕ ಪೌಲ್ ಸೆಲ್ಲೆರ್ಸ್, ಭಾರತೀಯ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಗ್ರೇಟ್ ವಿದ್ಯಾರ್ಥಿ ವೇತನ ಹಾಗೂ ಗ್ರೇಟ್ ಕೆರಿಯರ್ ಗೈಡ್ ಲೋಕಾರ್ಪಣೆ ಮಾಡಿದರು. ಈ ವೇಳೆ ಮಾತನಾಡಿದ ಅವರು, ಗ್ರೇಟ್ ಬ್ರಿಟನ್ ಗೆ ಉನ್ನತ ವ್ಯಾಸಂಗಕ್ಕೆ ಬರುವ ವಿದ್ಯಾರ್ಥಿಗಳ ವೀಸಾ ಸಮಸ್ಯೆ ಸೇರಿದಂತೆ ಜನಾಂಗೀಯ ದೂಷಣೆಯಾಗದಂತೆ ಎಚ್ಚರ ವಹಿಸುತ್ತೇವೆ. ಸದ್ಯ ಇಂಗ್ಲೆಂಡ್‌ನಲ್ಲಿ ಅಧ್ಯಯನ ಮಾಡುತ್ತಿರುವ 4 ಕೋಟಿ ವಿದೇಶಿ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ 30 ಸಾವಿರಕ್ಕೂ ಅಧಿಕ ಭಾರತೀಯ ವಿದ್ಯಾರ್ಥಿಗಳಿದ್ದಾರೆ. ವಿದ್ಯಾರ್ಥಿಗಳು ವೀಸಾ ಸಂಬಂಧ ಯಾವುದೇ ಸಮಸ್ಯೆಗಳಿದ್ದರೂ ನೇರವಾಗಿ ಚೆನ್ನೈನ ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್ ಗೆ ಸಂಪರ್ಕಿಸಬಹುದು ಎಂದರು. ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್‌ನ ಪ್ರಾದೇಶಿಕ ನಿರ್ದೇಶಕ ಒಟ್ಟೋಲಿ ವೇಕೆರ್ಟುರ್ ಉಪಸ್ಥಿತರಿದ್ದರು.



ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್ ದ್ವಾರಾ ಆಯೋಜಿತ ಎಜುಕೇಷನ್ ಯುಕೆ ಏಕಜೀವಿಶನ್ ‘ಗ್ರೇಟ್ ಸ್ಕಾಲರ್‌ಶಿಪ್ ಆಂಡ್ ಗ್ರೇಟ್ ಕೇರಿಯರ್ ಗಾಡ್ಸ್’ ಕಾರ್ಯಕ್ರಮ ಮೆ ನಾಲೇಜ್ ಗಾಡ್ಸ್ ಬುಕ್ ಕಾ ಲೋಕಾರ್ಪಣೆ ಕರ ರೆಹಿ ಡಾಡ್ರೆಕ್ಟರ್, ಪೂರ್ವಿ ಭಾರತ, ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್ ಕಿ ನಿರ್ದೇಶಕ ಸುಜಾತಾ ಸೆನ್ | ವಿಶ್ವಮಿತ್ರ

ಬ್ರಿಟನ್ ವೀನಾ ಸಮಸ್ಯೆಯಾದ ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್ ಸಂಪರ್ಕಿಸಿ

ಬೆಂಗಳೂರು: ಉನ್ನತ ಶಿಕ್ಷಣಕ್ಕಾಗಿ ಬ್ರಿಟನ್‌ಗೆ ಬರುವ ಭಾರತೀಯ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ವೀನಾ ಪಡೆಯುವಲ್ಲಿ ಯಾವುದೇ ಸಮಸ್ಯೆ ಎದುರಾದರೆ ನೇರವಾಗಿ ಚೆನ್ನೈನಲ್ಲಿರುವ ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್ ಸಂಪರ್ಕಿಸುವಂತೆ ಕೌನ್ಸಿಲ್‌ನ ನಿರ್ದೇಶಕ (ದಕ್ಷಿಣ ಭಾರತ) ಪೌಲ್ ಸೆಲ್ವೆಸ್ತಿ ತಿಳಿಸಿದ್ದಾರೆ.



ಬುಧವಾರ ನಗರದ ಖಾಸಗಿ ಹೋಟೆಲ್‌ನಲ್ಲಿ ಆಯೋಜಿಸಲಾಗಿದ್ದ 'ಎಜುಕೇಷನ್ ಯು.ಕೆ. ಕಾರ್ಯಾಗಾರ'ಕ್ಕೂ ಮುನ್ನ ಸುದ್ದಿಗೋಷ್ಠಿಯಲ್ಲಿ 'ಗ್ರೇಟ್ ಬ್ರಿಟನ್ ಅಭಿಯಾನ'ದ ಅಂಗವಾಗಿ ಭಾರತೀಯ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ 'ಗ್ರೇಟ್ ಸ್ಕಾಲರ್‌ಶಿಪ್' ಮತ್ತು 'ಗ್ರೇಟ್ ಕೆರಿಯರ್ ಗೈಡ್' ಬಿಡುಗಡೆ ಮಾಡಿ ಮಾತನಾಡಿದರು.

ಪ್ರಸ್ತುತ ಇಂಗ್ಲೆಂಡ್‌ನಲ್ಲಿ 30 ಸಾವಿರಕ್ಕೂ ಹೆಚ್ಚು ಭಾರತೀಯ ವಿದ್ಯಾರ್ಥಿಗಳಿದ್ದಾರೆ. ಈ ಹಿಂದೆ ಬ್ರಿಟನ್‌ಗೆ ವಿದ್ಯಾಭ್ಯಾಸಕ್ಕೆ ಬರುವವರಿಗೆ ವೀನಾ ಸಮಸ್ಯೆ ಎದುರಾಗಿತ್ತು. ಆದರೆ, ಈಗ ಅಂತಹ ಯಾವುದೇ ಸಮಸ್ಯೆ ಇಲ್ಲ. ಈ ವಿಚಾರದಲ್ಲಿ ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್ ಮಧ್ಯಪ್ರವೇಶಿಸುತ್ತದೆ. ಅಂತಹ ಯಾವುದೇ ಸಮಸ್ಯೆಗಳಿದ್ದರೆ ನೇರವಾಗಿ ಚೆನ್ನೈನಲ್ಲಿರುವ ಬ್ರಿಟಿಷ್ ಕೌನ್ಸಿಲ್ ಅನ್ನು ಸಂಪರ್ಕಿಸಬಹುದು ಎಂದು ಹೇಳಿದರು.

ಭಾರತದ ಪ್ರತಿಭಾವಂತರನ್ನು ಶಿಕ್ಷಣಕ್ಕಾಗಿ ಬ್ರಿಟನ್‌ಗೆ ಆಹ್ವಾನಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಸುಮಾರು 10 ಕೋಟಿ ರೂ. ಮೊತ್ತದ 370 ವಿದ್ಯಾರ್ಥಿ ವೇತನವನ್ನು ಪ್ರತೀ ವರ್ಷ ನೀಡಲಾಗುತ್ತಿದೆ. ಅದೇ ರೀತಿ ಈ ವರ್ಷವೂ ಈ 'ಗ್ರೇಟ್ ಸ್ಕಾಲರ್‌ಶಿಪ್' ಬಿಡುಗಡೆ ಮಾಡಲಾಗಿದೆ. ಜೊತೆಗೆ ಕೆರಿಯರ್ ಗೈಡ್‌ನಿಂದ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಉತ್ತಮ ಉದ್ಯೋಗ ಹುಡುಕಲು ಅನುಕೂಲವಾಗಲಿದೆ ಎಂದು ತಿಳಿಸಿದರು. ನಂತರ ನಡೆದ ಕಾರ್ಯಾಗಾರದಲ್ಲಿ ಇಂಗ್ಲೆಂಡ್‌ನ 56 ವಿವಿಗಳ ಪ್ರತಿನಿಧಿಗಳು ಬ್ರಿಟನ್‌ಗೆ ವಿದ್ಯಾಭ್ಯಾಸಕ್ಕೆ ತೆರಳಿರುವ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಅಗತ್ಯ ಮಾಹಿತಿ ನೀಡಿದರು.

ಭಾರತೀಯ छात्रों के लिए यूके में पढ़ने का मौका

कोलकाता. यूके का अपना एक समृद्ध इतिहास रहा है. विदेश में पढ़ने के इच्छुक छात्रों के लिए यहां विश्व स्तरीय शैक्षणिक संस्थान कार्यरत हैं. भारत के कई मेधावी छात्र विदेश में जाकर पढ़ना चाहते हैं. भारतीय छात्रों को वहां पढ़ने का अवसर देने के लिए ब्रिटिश काउंसिल द्वारा कोलकाता में एजुकेशन यूके प्रदर्शनी का आयोजन किया गया. आइटीसी में शुक्रवार को इस प्रदर्शनी की शुरुआत की गयी. इसमें भारतीय छात्रों के लिए नयी स्कॉलरशिप योजना व करियर्स गाइड भी लांच की गयी. इस मौके पर आयोजित एक संवाददाता सम्मेलन में ब्रिटिश काउंसिल (ईस्ट इंडिया) की डायरेक्टर सुजाता सेन ने बताया कि एक शताब्दी से यूके अन्तरराष्ट्रीय छात्रों को शिक्षा प्रदान करने के लिए स्वागत कर रहा है. शिक्षा व दक्षता के क्षेत्र में यूके की ग्लोबल प्रतिष्ठा बनी हुई है. भारत के मेधावी छात्रों को यूके में शिक्षा के अवसरों की विस्तृत जानकारी देने के लिए यह प्रदर्शनी लगायी गयी है. भारतीय छात्रों के लिए लगभग एक मिलियन पाउंड की 370 स्कॉलरशिप की घोषणा भी की गयी. ग्रेट कैरियर्स गाइड में यूके में पढ़ाये जाने वाले लोकप्रिय विषयों की पूरी



ग्रेट करियर्स गाइड का विमोचन करती ब्रिटिश काउंसिल की निदेशक सुजाता सेन.

जानकारी दी गयी है. यूके में अंडरग्रेजुएट, पोस्ट ग्रेजुएट व रिसर्च कार्यक्रम की जानकारी देने और वहां की संस्कृति व छात्र जीवन की सूचना भारतीय छात्रों को देने के लिए यह प्रदर्शनी आयोजित की गयी. इस मेले में यूके की 33 यूनिवर्सिटियों के प्रतिनिधियों ने भाग लिया. ब्रिटिश हाइकमीशन के यूके वीजा एंड इमीग्रेशन अधिकारियों द्वारा यूके वीजा एंड इमीग्रेशन स्टॉल की व्यवस्था भी यहां की गयी है ताकि छात्रों को वीजा संबंधी नियमों की सही जानकारी दी जा सके.

ब्रिटिश शिक्षा प्रदर्शनी

कोलकाता : ब्रिटिश काउंसिल की ओर से शुक्रवार को महानगर में ब्रिटिश शिक्षा प्रदर्शनी की शुरुआत की गई। इसके तहत ग्रेट स्कालरशिप एवं ग्रेट कैरियर गाइड लांच किया गया। ब्रिटिश काउंसिल की पूर्वी भारत की प्रमुख सुजाता सेन ने बताया कि इस प्रदर्शनी में 33 ब्रिटिश यूनिवर्सिटी ने शिरकत की है। इसके जरिए यहां के छात्र ब्रिटेन में रहकर पढ़ाई करने के बारे में विस्तारपूर्वक जान सकेंगे।

370 भारतीय छात्रों को ब्रिटिश छात्रवृत्ति

कोलकाता, संवाददाता। ब्रिटिश काउंसिल 370 भारतीय छात्रों को छात्रवृत्ति देगी। कोलकाता में आयोजित एक प्रेस वार्ता में ब्रिटिश काउंसिल के पूर्वी भारत की चेयरमैन सुजाता सेन ने इसकी घोषणा की। छात्रवृत्ति के लिए कुल 100 करोड़ रूपए निर्धारित किए गए हैं। खास बात यह कि काउंसिल द्वारा पहली बार भारत में इतनी बड़ी रकम की छात्रवृत्ति छात्रों को दी जा रही है। इस कार्यक्रम के तहत कुल 370 स्नातक और स्नातकोत्तर छात्रों को लाभ

पहुंचाने का लक्ष्य है। कोलकाता के एक होटल में ब्रिटिश काउंसिल की तरफ से एक शैक्षणिक प्रदर्शनी का भी आयोजन किया गया। इस प्रदर्शनी में इंग्लैंड, स्कॉटलैंड और उत्तरी आयरलैंड के कई नामचीन विश्वविद्यालयों ने हिस्सा लिया। इस दौरान विभिन्न विश्वविद्यालयों द्वारा अलग-अलग पाठ्यक्रम और उससे जुड़े रोजगार के अवसरों से छात्रों को परीचित कराया गया। इंग्लैंड के कुल 33 विश्वविद्यालयों के प्रतिनिधियों ने अलग-अलग पाठ्यक्रम और उसके

महत्व के बारे में छात्रों को बताया। पूर्वी भारत ब्रिटिश काउंसिल की चेयरमैन सुजाता सेन ने बताया कि वर्तमान में कुल 13 हजार भारतीय छात्र ब्रिटेन के अलग-अलग विश्वविद्यालयों में अध्ययन कर रहे हैं। विदेशों में शिक्षा प्राप्त करने की रुचि रखने वाले छात्रों के लिए ब्रिटिश उच्चायुक्त के सहयोग से ऑन स्पॉट वीजा देने की भी व्यवस्था की गई है। इस दौरान ब्रिटेन के कई विश्वविद्यालयों में अध्ययन कर रहे छात्रों ने अपना अनुभव साझा किया।

ब्रिटिश काउंसिलची १०० मिलियनची ग्रेट शिष्यवृत्ती

नुकत्याच मुंबईत संपन्न झालेल्या एका कार्यक्रमाच्या आयोजनाद्वारे ब्रिटिश काउंसिलच्या माध्यमातून सुरू केलेल्या 'ग्रेट ब्रिटेन' या अभियानाचा प्रचार-प्रसार तंत्राचा एक भाग म्हणून 'ग्रेट करिअर गाइड' अर्थात ग्रेट शिष्यवृत्तीचा शुभारंभ करण्यात आला. तरुण आणि प्रतिभासंपन्न भारतीय युवकांचे यु.के.मध्ये अध्ययनाचे स्वप्न साकार करण्यासाठी ब्रिटिश काउंसिलने मोठ्या स्वरूपात अशा शिष्यवृत्ती योजनेचा शुभारंभ केलेला आहे. ज्या माध्यमातून १ मिलियन पाऊंड किमतीच्या एकूण ३७० शिष्यवृत्ती प्रदान केल्या जाणार असून भारतातील विद्यार्थ्यांना आजपर्यंतच्या इतिहासातील ही सर्वात मोठी शिष्यवृत्तीची संख्या आहे. ब्रिटिश काउंसिल द्वारे ग्रेट करिअर गाइड या मोहिमेचा ऐटीत शुभारंभ करण्यात आला. या माध्यमातून भारतीय विद्यार्थ्यांना त्यांच्या आवडत्या विषयांची निवड करून त्या विषयाचे अध्ययन करण्याची सुविधा उपलब्ध करून दिली जाणार आहे. त्या संदर्भातील लेखांचा पुर्वटा देखील उपलब्ध असेल. फ्रेब्रुवारी २०१२ मध्ये शुभारंभ झालेल्या ग्रेट करिअर गाइड हा आंतरराष्ट्रीय स्वरूपातील मार्केटिंग प्रचार-प्रसार तंत्राचा भाग असून जगभरातील व्यवसाय, पर्यटन आणि अध्ययन क्षेत्रात युके.चा प्रसार करण्याची ही तंत्रनिती आहे.

মেধাবৃত্তির ঘোষণা

● ব্রিটেনের বিশ্ববিদ্যালয়ে পড়তে ইচ্ছুক পড়ুয়াদের জন্য শুক্রবার একটি শিক্ষামেলা ও সেমিনারের আয়োজন করে ব্রিটিশ কাউন্সিল। মেলায় অংশগ্রহণ করেছে ব্রিটেনের ৩৩টি বিশ্ববিদ্যালয়। পড়ুয়াদের জন্য ৩৭০টি নতুন মেধাবৃত্তি ঘোষণা করা হয়। বিশ্ববিদ্যালয়গুলির পক্ষ থেকে কলা, বিজ্ঞান, ইঞ্জিনিয়ারিং-সহ বিভিন্ন বিষয়ে স্নাতক ও স্নাতকোত্তর বিভাগে ওই মেধাবৃত্তিগুলি দেওয়া হবে।

ব্রিটিশ কাউন্সিল ভারতীয় বিদার্থীઓને 1 মিলিয়ন পাউন্ড মূল্যের স্কোলারশিপ অফার করে છે

मुंबई | ब्रिटीश काउन्सिले विदेशमां भएवा मागता भारतीय विदार्थीओ माटे पास लगामग 1 मिलियन पाउन्डनी 370 स्कोलरशिप अफर करी છે. आगामी शैक्षणिक् वर्षमां एन्लेन्ड, स्कोटलेन्ड, वेस्ले अने नोर्दर्न आयरलेन्डमां 260 अंडरग्रेज्युअेट अने पोस्टग्रेज्युअेट कोर्स माटे आ स्कोलरशिपनी जहेरात करवामां आवी છે. हालमां सहार रोड जाते ध लीलामां ब्रिटीश काउन्सिल द्वारा आयोजित ग्रेट ब्रिटेन डेम्पेर्न प्रदर्शन समये स्कोलरशिपनी जहेरात करवामां आवी હતી. प्रदर्शनमां स्कोलरशिप अने युक्तेमां अंडरग्रेज्युअेट, पोस्टग्रेज्युअेट કે संशोधन कार्यक्रमो पर विगतवार माहिती पूरी पाडवामां आवी હતી.

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प्रदर्शनीर सृचनाय ब्रिटिश काउंसिलेर पूर्वाक्षलेर अधिकर्ता सुजाता सेन —निज्ज चित्र

एह समय: ब्रिटेने पडते उत्साही ए राजेयर् छात्रछात्रीदर जन्य कलकाताय हाजिर हल बिलेतेर बहू विश्वविद्यालय। कलकाताय एक पाँचतारा होटेले एकदिनेर प्रदर्शनीते ब्रिटेने पडाशुनो निजे नाना प्रश्नेर उत्तर दिलेन विशेषज्ञरा। सेमिनारे पाठ्यक्रम विशेषज्ञ छाडाओ, प्रदर्शनीर स्टले ब्रिटेनेर ७३७७ विश्वविद्यालयेर प्रतिनिधिरा उपस्थित छात्रेदर कौतुहल मेटान।

एकदिनेर एह प्रदर्शनी उद्घोषन करार आगे ब्रिटिश काउंसिलेर पूर्वाक्षलेर अधिकर्ता सुजाता सेन बलेन, 'इंग्ल्यान्डे पडते इच्छुक बांगालि छात्रछात्रीर संख्या दिन दिन वाडछे। एखन प्राय ७० हजार भारतीय ब्रिटेने पडछे। ब्रिटेनेर गवेषणा, शिक्वावस्था एवंग संस्कृतिते भारतीय छात्रेदर प्रभाव क्रमशः वाडछे। भारतीय छात्रेदर ब्रिटेने भर्तिर क्षेत्रे केनओ संख्या बेधे देओया नेहै।' तिनि आरओ जानान, 'एकदिके येमन ब्रिटेने म्यानेजमेन्ट, तथ्याप्रयुक्ति एवंग आईन पडते उत्साही प्राथीदर संख्या वाडछे, तेमनहै वाडछे 'क्रस कालचाराल कमिउनिकेशन'-एर मतो आधुनिक कोर्से भर्ति हते चाओया छात्रछात्रीर संख्याओ।'

भारतीय छात्रछात्रीदर क्रमवर्धमान चाहिदार कथा माथाय रेखे सेखनकार ७३७७ विश्वविद्यालयेर पक् थेके स्टलेओ खोला हय। कार्डिफ विश्वविद्यालय, एक्सेटार विश्वविद्यालय, लिडस विश्वविद्यालय एवंग नॉटिंघ्याम विश्वविद्यालयेर स्टले सबचेये बेशि डिड छिल। एदिन ब्रिटिश काउंसिलेर पक् थेके जानानो हय, आगामी शिक्वावर्षे ७९०७ स्लारशिपेर वावस्था थाकछे। स्नातकस्तरे २७०७७ विश्वे स्लारशिप देओया हवे। छात्रछात्रीरा भर्तिर सुयोग पावे २०१८-१९ सेप्टेम्बर थेके २०१९-२० र जानुयारि परबत। ब्रिटेनेर विश्वविद्यालय सम्पर्के तथा दिते www.education.uk.org/india नामे एकटि विशेष वेबसाइटओ करा हयेछे।

छात्रों के लिए एक करोड़ की स्कॉलरशिप

■ रिपोर्टर, मुंबई

प्रतिभावान छात्र-छात्राओं के लिए देश में शिक्षा के क्षेत्र में ब्रिटिश काउंसिल ने एक करोड़ रुपये की स्कॉलरशिप की घोषणा की है। यह राशि यूनाइटेड किंगडम (यूके) में पढ़ाई करने वाले भारतीय छात्रों को दी जाएगी।

ब्रिटिश काउंसिल की ओर से 370 स्कॉलरशिप दी जाएंगी, जिनकी कुल राशि 1 मिलियन पाउंड (लगभग 100 करोड़ रुपये) है। ब्रिटिश काउंसिल की ओर से ग्रेट करियर गाइड भी प्रारंभ किया गया है, जिसमें विभिन्न विषयों से जुड़े महत्वपूर्ण लेख उपलब्ध कराए जा रहे हैं। ब्रिटिश हाई कमिशन के

काउंसिलर एंड्रयू सोपर के मुताबिक, भारतीय प्रतिभावान छात्रों के लिए यूके में पढ़ाई करने के बाद वहां रोजगार के क्षेत्र में कई ऑप्शन हैं। वे चाहते हैं कि भारत के प्रतिभावान छात्र यूके के विश्वविद्यालयों में आएँ और अध्ययन करें।

ब्रिटिश काउंसिल की ओर से छात्रों के लिए गत दिवस सवार रोड के होटल लीला में एक प्रदर्शनी का आयोजन किया गया है, जहां इंग्लैंड, वेल्स और उत्तरी आयरलैंड के 36 यूके संस्थान हिस्सा ले रहे हैं। इस दौरान इंजिनियरिंग, विधि व व्यापार से लेकर कला, डिजाइन, जैव विज्ञान और आईटी क्षेत्रों के 260 स्नातक और परास्नातक पाठ्यक्रमों के लिए छात्रों को स्कॉलरशिप दी जाएगी।

ब्रिटिश कौन्सिलचे 'ग्रेट' कॅम्पेन

ब्रिटिश कौन्सिलतर्फे ग्रेट शिष्यवृत्ती व ग्रेट करीअर गाईडची सुरुवात करण्यात आली आहे. हुशार विद्यार्थ्यांना यूकेमधील विद्यापीठात उच्च शिक्षण घेता यावे यासाठी ब्रिटिश कौन्सिलतर्फे १ मिलियन पौंड्सच्या जवळपास ३७० शिष्यवृत्त्या दिल्या जाणार आहेत. ब्रिटिश कौन्सिलने ग्रेट करीअर गाईडचे प्रकाशनही केले असून यात यूकेमध्ये हिंदुस्थानी विद्यार्थी सर्वाधिक पसंती देत असलेल्या अभ्यासक्रमावर आधारित लेख उपलब्ध आहेत. संपर्क -

<http://www.educationuk.org/india/>

ब्रिटनची भारतीय विद्यार्थ्यांना 'ग्रेट' भेट प्रतिनिधी, मुंबई

ब्रिटिश कौन्सिलतर्फे 'ग्रेट ब्रिटन' मोहिमेचा एक भाग म्हणून 'ग्रेट शिष्यवृत्ती' व 'ग्रेट करीअर गाईड'ची घोषणा करण्यात आली आहे. यामध्ये भारतीय विद्यार्थ्यांसाठी १० लाख पाऊंडांची शिष्यवृत्ती देण्यात येणार आहे. या शिष्यवृत्तीचा फायदा भारतीय विद्यार्थ्यांना ब्रिटनमधील सर्व विद्यापीठांमध्ये होऊ शकणार आहे.

भारतीय विद्यार्थ्यांची ब्रिटनमध्ये शिक्षण घेण्याची इच्छा पूर्ण व्हावी या उद्देशाने ही शिष्यवृत्ती योजना आखण्यात आली असून यामध्ये ३७० शिष्यवृत्ती दिल्या जाणार आहेत. या माध्यमातून विद्यार्थ्यांना इंग्लंड, स्कॉटलंड व उत्तर आयरलैंड मधील २६० अभ्यासक्रमांमध्ये पदवी व पदव्युत्तर शिक्षण घेणे अधिक सोपे होणार आहे. जगातील सहा आघाडीच्या विद्यापीठांपैकी चार विद्यापीठे ब्रिटनमध्ये आहेत. उच्च शिक्षणाची ही दारे भारतीय विद्यार्थ्यांनाही खुली होण्यासाठी या शिष्यवृत्ती योजनेची मदत होईल, असा विश्वास ब्रिटिश उच्चायुक्तालयातील वाणिज्यदुत अँड्रयू सॉपर यांनी व्यक्त केला. ब्रिटनमध्ये उपलब्ध असलेल्या विविध शैक्षणिक संधीबाबत एक मार्गदर्शक गाईडही सोमवारी मुंबईत प्रकाशित करण्यात आले.