



Education UK exhibition

15 to 21 November 2014: post event report

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The Education UK exhibitions showcase the wide range of study opportunities in the UK and provide UK institutions with a platform for recruiting international students. The aim of the exhibitions is to position the UK as the first choice for international students and provide first-hand information to a variety of students exploring opportunities for study in the UK. The platform also helps UK institutions to develop and strengthen links with local education providers.

The report provides an insight on the student numbers, subject areas of interest, enquiry trends over the last two exhibitions to help UK institutions consolidate recruitment opportunities in India.

1. Event fact file

| | | | | | |
|----------------------|------------------------------|-----------------------|-----------------------|---------------------------|-------------------------------|
| Venue | British Council New Delhi | The Leela Mumbai | Taj Bengal Kolkata | Vivanta by Taj Lucknow | Hotel Tuli Imperial Nagpur |
| Date | 15 and 16 November | 17 November | 19 November | 21 November | 21 November |
| Opening hours | 1300 hours to 1700 hours | 1400 to 1900 hours | 1300 to 1800 hours | 1300 to 1800 hours | 1200 noon to 1700 hours |

2. Key statistics

| | New Delhi | | Mumbai | | Kolkata | | Lucknow | | Nagpur | |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 |
| Attendance : Visitors | 1684 | 1334 | 1503 | 1073 | 1100 | 720 | -- | 513 | -- | 360 |
| Exhibitors : | | | | | | | | | | |
| Higher Education | 55 | 60 | 69 | 57 | 31 | 32 | -- | 19 | -- | 16 |
| Independent College/ Non Partner | 1 | 2 | 1 | 3 | 2 | 2 | -- | 1 | -- | 1 |
| UCAS/ Associate member | 0 | 0 | 0 | 0 | 0 | 0 | -- | -- | -- | -- |
| Total number of exhibitors | 56 | 62 | 70 | 60 | 33 | 34 | -- | 20 | -- | 17 |

| Visitors primary market objectives | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 |
|------------------------------------|-----------|------|--------|------|---------|------|---------|------|--------|------|
| | New Delhi | | Mumbai | | Kolkata | | Lucknow | | Nagpur | |
| Level of study (in %) | | | | | | | | | | |
| Undergraduate degree | 24 | 25 | 40 | 37 | 14 | 30 | -- | 31 | -- | 19 |
| Postgraduate degree | 42 | 64 | 53 | 64 | 44 | 59 | -- | 58 | -- | 63 |
| PhD | 11 | -- | 6 | -- | 21 | -- | -- | -- | -- | -- |



| Main subjects of Interest (in %) | New Delhi | | Mumbai | | Kolkata | | Lucknow | | Nagpur | |
|--|-----------|------|--------|------|---------|------|---------|------|--------|------|
| | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 |
| Business and Management/ Finance | 23 | 25 | 18 | 19 | 13 | 15 | -- | 21 | -- | 13 |
| MBA | 10 | 11 | 12 | 15 | 13 | 15 | -- | 14 | -- | 15 |
| General Engineering | 10 | 13 | 14 | 16 | 11 | 10 | -- | 20 | -- | 20 |
| IT/computer Science | 8 | 11 | 5 | 6 | 10 | 12 | -- | 10 | -- | 15 |
| Biotechnology | 3 | 4 | 2 | 2 | 5 | 6 | -- | 2 | -- | 5 |
| Art and Design related courses (incl Architecture) | 4 | 4 | 5 | 6 | 4 | 4 | -- | 3 | -- | 3 |
| Media related courses (Inc Advertising and Journalism) | 4 | 4 | 8 | 6 | 4 | 5 | -- | 4 | -- | 4 |
| Law | 6 | 5 | 3 | 5 | 4 | 4 | -- | 8 | -- | 5 |
| Hotel Mgmt/Tourism | 4 | 3 | 2 | 2 | 3 | 3 | -- | 4 | -- | 6 |
| Social sciences/Humanities | 5 | 6 | 4 | 5 | 5 | 6 | -- | 8 | -- | 6 |
| Others | 23 | 14 | 27 | 19 | 28 | 20 | -- | 8 | -- | 8 |

| Demographics of visitors (in %) | New Delhi | | Mumbai | | Kolkata | | Lucknow | | Nagpur | |
|---------------------------------|-----------|------|--------|------|---------|------|---------|------|--------|------|
| | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 |
| Male | 60 | 61 | 60 | 58 | 67 | 65 | -- | 75 | -- | 90 |
| Female | 40 | 39 | 40 | 42 | 33 | 36 | -- | 25 | -- | 10 |



3. Impact of marketing plan

The November 2014 exhibition was extensively promoted on social media along with print. Additionally the micro site www.knowledgeisgreat.in which has been into existence over last two years was used to promote the exhibitions and the GREAT scholarships.

Print media plan:

The Print advertising campaign started from 8 November and interspersed across all exhibition cities till 21 November.

To market the **Delhi exhibition**, six adverts were released in two newspapers and its supplements across different editions (Hindustan Times, Times of India and supplements Education Times, Delhi Times). The circulation figures of these newspapers are given in the annexure on page 13

The exhibition was also promoted to the counselors and students of local institutions; 100 posters and flyers were distributed across 19 local institutions. Additionally E-flyers were sent to 210 institutions across Delhi NCR.

Sources of information: In Delhi, 31 percent visitors came to know about the exhibition through newspaper promotion and 30 percent came to know via internet promotion. 16 percent visitors came to know about the exhibition through the British Council promotion i.e. mailers; British Council office etc. 13 percent visitors came to know about the Delhi exhibition through family and friends.

To promote the **Mumbai exhibition** advertisements were released across nine newspapers (Times of India, Economic Times, DNA, Education Times, Mumbai Mirror, Maharashtra Times, Navbharat Times and Gujarat Samachar). Out of these newspapers, Navbharat Times is of regional language rest all are English dailies. A total of thirteen adverts were released across these newspapers to promote the exhibition. The circulation figures of these newspapers are given in the annexure on page 13

The Mumbai exhibition was promoted to local institutions by sending 500 posters and 25000 flyers across 20 colleges. E-flyers were sent to 490 local institutions and to student database (including IELTS database) of over 3000 students.

Sources of information : 28 percent of the visitors that came to the Mumbai exhibition came to know about it via newspaper adverts, while more than 25 percent came to know about it through internet promotion. 11 percent visitors got to know about the exhibition through the local British Council office. Nearly 5 percent of the visitors got to know about the exhibition through referrals from family and friends.

The print promotion in **Kolkata** started from 11 November and interspersed across West Bengal till 19 November. This promotion covered all cities and towns in West Bengal including Kolkata in addition to other cities in the states of Bihar, Assam, Chhattisgarh and Orissa. A total of ten adverts were released, two adverts were released in The Telegraph while five adverts were released in The Times of India along with supplements Calcutta Times and Education Times. 1 advert each was released in Ananda Bazar Patrika along with supplement Prastuti, Hindustan Times, Ei Samay and Ebela. The circulation figures of these newspapers are given in the annexure on page 13

The Kolkata exhibition was promoted locally by sending over 100 posters to teaching centres, local education agent's offices and over 20 local institutions. E-flyers were sent to a database of nearly 20,000 subscribers.

Sources of information: 38 percent of the visitors got to know about the exhibition through newspaper promotion while 29 percent came to know about the exhibition through Internet promotion. 15 percent of the visitors came to know about the exhibition through British Council mailers and by visiting the British Council offices while 11 percent came to know about the exhibition through referrals of family and friends

The print promotion in **Lucknow** was carried out by releasing four adverts in two newspapers and supplements across different editions (Hindustan Times, Times of India and supplements were Education Times, Delhi and Lucknow Times).

The circulation figures of these newspapers are given in the annexure on page 13

Promotion of the exhibition to local institutions was done by sending over 80 posters and flyer distribution across 21 institutions. E-flyers sent to 48 local institutions.

Sources of information: 32 percent of visitors got to know about the exhibition through newspapers promotion and an equal share (32 percent) got to know about the exhibition through internet promotion. 13 percent of the visitors came



to the exhibition through referrals from family and friends while 12 percent came to know about the exhibition through British Council mailers and offices.

For **Nagpur** the promotion was carried out across six newspapers (Hitvada, Lokmat, Lokmat samachar, Lokmat Times, Loksatta and Times of India).

A total of eleven adverts were released to promote the Nagpur exhibition, the circulation figures of these newspapers are given in the annexure on page 13. 200 posters and 10,000 flyers were distributed across 10 local institutions in Nagpur, while E-flyers were sent to 137 institutions and student database of 588.

Sources of information: 20 percent of the visitors got to know about the exhibition through newspaper promotion while 15 percent came to know about the exhibition through Internet promotion. 11 percent of the visitors came to know about the exhibition through British Council mailers and by visiting the British Council offices while 11 percent came to know about the exhibition through referrals of family and friends.

Online engagement:

The digital engagement was divided into three phases of pre, during and post event activities.

- As a part of pre-event publicity a build up towards the event was initiated by creating Facebook posts five days prior to each exhibition. This was followed by interaction with prospective students' emphasising the value a student can derive from by attending these exhibitions. As a part of the Facebook promotion plan, posts and tweets were created and shared with student facing pages one day before each exhibition encouraging students to pre-register for the exhibitions.
- Alongside the exhibition, student testimonials and short vox pop videos were created and posted of students at the exhibitions. These students shared their experiences of interacting with experts and their views on a UK education.
- Post event, a FaceBook album was created with the pictures clicked at the venue and a mash-up video comprising of event snippets and student testimonials which was later shared on various social platforms.
- Images of the E- banners and posts are available in the annexure on page 13

Outdoor and radio:

- Delhi and Lucknow: 2 radio stations carried out the promotion of the exhibition with 10 spots a day over a period of 7 days for both the cities. In Delhi, hoardings at four strategic locations in city for duration of one week prior to the exhibition were put to promote the exhibition and in Lucknow hoardings at five strategic locations in city for duration of one week prior to the exhibition. 6 percent of the visitors in Delhi and 2 percent in Lucknow had known about the exhibition through radio jingles and promotion.
- Mumbai and Nagpur: In Mumbai, promotion was carried out on Radio Mirchi and Red FM (radio spots - activity carried out over a 7 day period on both the radio channels). Flyer distribution was done in 10 coaching classes; Tent cards display and leaflet distribution was done in 4 Café Coffee Day outlets. In Nagpur, promotion was carried out on Radio City, Radio Mirchi and Red FM (radio spots – activity carried out over a 7 day period on all three channels). Additionally, active promotion was done in 3 local colleges; Flyer distribution in 5 coaching classes; Tent cards display and leaflet distribution with invoice in 2 Café Coffee Day outlets. Over 4 percent in each Mumbai and Nagpur came to know about the exhibition through the respective local radio channel promotion
- In Kolkata, Fever 104 FM a popular channel for the youth carried the exhibition promotion for 2 weeks till 19 November with 300 spots over 15 days and in terms of outdoor promotion; billboards at strategic locations in the city were placed for two week duration till 19 November. In Kolkata, 2 percent of the visitors came to know about the exhibition through radio promotion.

Budget spent: 52 percent in Delhi, 51 percent in Mumbai, 61 percent in Kolkata, 43 percent Nagpur and about 40 percent was of respective budgets were spent to advertise each of these exhibitions.

Summary

Although India has predominantly been a post graduate market, the exhibitions also witnessed a stable increase in the enquiries at the undergraduate level across all exhibition cities.



Business and management, MBA, Engineering courses have continued to attract the students and maintain popularity across the exhibition cities. Digital engagement was given high priority by the British Council with a strong promotional plan created before, during and post the event across multiple digital forums including Facebook. The promotion of the exhibition has also been concentrated around platforms like radio across exhibition cities in addition to the traditional newsprint campaigns across India. The footfalls at the exhibitions across these cities have been relatively lower compared to the previous year; however the quality of student enquiries was good which was highlighted by most exhibitors. The exhibitions have received positive feedback from the visitors in terms of knowledge know how and information pertaining to the UK.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- Delegates are strongly 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. We have observed this year with certain UK institutions that the freight was sent by the International offices without keeping the participating delegate informed of the proceedings and the status. This led to inconvenience and confusion for the participating delegate on the day of the exhibition. Hence requesting all institutions to keep your participating delegates informed of all freight movements.
- Delegates are advised to set a positive example of studying and living in the UK and counsel students about international exposure and global job opportunities that a UK degree would create for them respectively. 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 and about global opportunities post completing education in the UK. Delegates are also advised to inform students visiting the exhibition about their career guidance services and other facilities available at the campus.

4.2 Key recommendations for the British Council

- Most institutions had recommended that the Wi-Fi connection and lunch facility should be provided to delegates and snacks facility should be subsidised at all venues during the last year's exhibitions. We provided free Wi-Fi and lunch boxes at all five exhibition venues at the November 2014 exhibition
- Most delegates suggested to include a one day as travel day before the start of each exhibition. We scheduled the November exhibitions with a one day travel break between each exhibition city.
- Attendance at certain exhibition cities were impacted due to a sudden change in the exam time table. The exam schedule was deferred that resulted into a clash with the exhibitions. We take a pulse of the dates of the exams in each exhibition city before finalising the exhibition dates and therefore any last minute change by the central or state board is beyond our control. However, we did extensive marketing and publicity in each exhibition city to ensure maximum attendance at each exhibition city.
- Some institutions have suggested to organise the Mumbai exhibition on a weekend. The city of Mumbai is not very receptive to events scheduled on weekends; hence we shall continue to hold the Mumbai exhibition on weekdays.
- Certain universities recommended to re-introduce subject/course matrix at each exhibition city in order to help students meet representative of the right university that matches the students' requirements. We shall reintroduce subject matrix at forthcoming exhibitions.

Appendix 1: List of participating institutions

| Sr. Nos. | Name of Institution |
|----------|--|
| 1 | Aberystwyth University |
| 2 | Arts University Bournemouth |
| 3 | University of the Arts London |
| 4 | Aston University, Birmingham |
| 5 | The University of Bath |
| 6 | Bangor University |
| 7 | University of Bedfordshire |
| 8 | Birkbeck, University of London |
| 9 | Birmingham City University |
| 10 | University of Birmingham |
| 11 | University College Birmingham |
| 12 | The University of Bolton |
| 13 | Bournemouth University |
| 14 | BPP University |
| 15 | University of Bradford |
| 16 | Brunel University, London |
| 17 | Cardiff University |
| 18 | University of Central Lancashire (UCLan) |
| 19 | City University London |
| 20 | Coventry University |
| 21 | University for the Creative Arts |
| 22 | The University of Dundee |
| 23 | University of East London |
| 24 | The University of Edinburgh |
| 25 | University of Essex |
| 26 | University of Exeter |
| 27 | Falmouth University |
| 28 | The Glasgow School Of Art |
| 29 | University of Glasgow |
| 30 | Goldsmiths, University of London |
| 31 | Heriot-Watt University |
| 32 | University of Hertfordshire |
| 33 | Imperial College London |
| 34 | University of Kent |
| 35 | King's College London |
| 36 | Kingston University London |
| 37 | Lancaster University |
| 38 | Leeds Beckett University |
| 39 | Leeds Trinity University |
| 40 | University of Leeds |
| 41 | University of Lincoln |
| 42 | London Metropolitan University |
| 43 | University College London (UCL) |
| 44 | Loughborough University |
| 45 | Manchester Metropolitan University |
| 46 | The University Of Manchester |
| 47 | Middlesex University, London |
| 48 | NCUK |
| 49 | Newcastle University |
| 50 | The University of Northampton |
| 51 | Northumbria University |
| 52 | The University of Nottingham |
| 53 | University of Oxford |
| 54 | University of Plymouth |
| 55 | University of Portsmouth |
| 56 | Queen Mary University of London |
| 57 | Queen's University Belfast |
| 58 | University of Reading |
| 59 | Regent's University London |
| 60 | University of Roehampton |
| 61 | The Royal Agricultural University |
| 62 | Royal Holloway, University of London |
| 63 | University of Salford |
| 64 | SOAS, University of London |
| 65 | Sheffield Hallam University |
| 66 | The University of Sheffield |
| 67 | University of Southampton |
| 68 | Staffordshire University |
| 69 | University of Strathclyde, Glasgow |
| 70 | University of Surrey |
| 71 | University of Sussex |
| 72 | Swansea University |
| 73 | University of Ulster |
| 74 | University of Warwick |
| 75 | University of the West of England, Bristol |
| 76 | University of West London |
| 77 | University of Westminster |
| 78 | York St John University |



Appendix 2: Visitors' survey results

| November 2014 - Visitor Feedback analysis (in %) | | | | | | | |
|--|--|-------|--------|---------|---------|--------|---------|
| | | Delhi | Mumbai | Kolkata | Lucknow | Nagpur | Average |
| 1 | Did you get all the information you were seeking | | | | | | |
| | Yes | 94 | 91 | 82 | 88 | 92 | 89 |
| | No | 6 | 8 | 18 | 12 | 7 | 10 |
| | Blank | 0 | 1 | 0 | 0 | 1 | 0 |
| 2 | Will you be making an application to UK now | | | | | | |
| | Yes | 82 | 40 | 51 | 53 | 28 | 51 |
| | No | 18 | 59 | 49 | 47 | 71 | 49 |
| | Blank | 0 | 1 | 0 | 0 | 1 | 0 |
| 3 | The extent to which you agree or disagree with each of the following statements | | | | | | |
| A | The Exhibition met my expectations | | | | | | |
| | Strongly Agree | 23 | 25 | 28 | 29 | 22 | 25 |
| | Agree | 70 | 69 | 60 | 60 | 70 | 66 |
| | Neither | 4 | 5 | 10 | 11 | 3 | 7 |
| | Disagree | 2 | 0 | 1 | 0 | 2 | 1 |
| | Strongly disagree | 1 | 0 | 1 | 0 | 2 | 1 |
| | Blank | 0 | 0 | 0 | 0 | 1 | 0 |
| B | Overall, the exhibition was a high quality event | | | | | | |
| | Strongly Agree | 31 | 36 | 34 | 29 | 35 | 33 |
| | Agree | 62 | 56 | 60 | 71 | 55 | 61 |
| | Neither | 4 | 5 | 4 | 0 | 3 | 3 |
| | Disagree | 2 | 1 | 2 | 0 | 2 | 1 |
| | Strongly disagree | 1 | 0 | 0 | 0 | 2 | 1 |
| | Blank | 0 | 1 | 0 | 0 | 3 | 1 |
| C | I have acquired knowledge about UK education from attending the exhibition | | | | | | |
| | Strongly Agree | 30 | 31 | 38 | 41 | 27 | 33 |
| | Agree | 62 | 61 | 56 | 47 | 59 | 57 |
| | Neither | 5 | 4 | 5 | 12 | 5 | 6 |
| | Disagree | 2 | 1 | 0.5 | 0 | 3 | 1 |
| | Strongly disagree | 1 | 0 | 0.5 | 0 | 1 | 1 |
| | Blank | 0 | 2 | 0 | 0 | 4 | 1 |
| 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 | 1 | 0 | 0 | 2 | 1 |
| | 1 | 1 | 1 | 1 | 0 | 2 | 1 |
| | 2 | 2 | 1 | 2.5 | 0 | 2 | 2 |
| | 3 | 2 | 2 | 2.5 | 6 | 5 | 4 |
| | 4 | 7 | 5 | 2 | 6 | 5 | 5 |
| | 5 | 11 | 13 | 5 | 12 | 16 | 11 |
| | 6 | 17 | 10 | 10 | 18 | 15 | 14 |
| | 7 | 17 | 20 | 17 | 18 | 15 | 17 |
| | 8 | 23 | 24 | 24 | 12 | 16 | 20 |
| | 9 | 11 | 12 | 12 | 18 | 11 | 13 |
| | 10 (increased very much) | 8 | 10 | 25 | 6 | 10 | 12 |
| | Blank | 0 | 2 | 0 | 4 | 1 | 1 |



B Your perception of the attractiveness of the UK as a place to study?

| | | | | | | |
|--------------------------|----|----|-----|----|----|----|
| 0 (not at all) | 1 | 1 | 0 | 0 | 2 | 1 |
| 1 | 1 | 1 | 2 | 0 | 2 | 1 |
| 2 | 1 | 1 | 2.5 | 0 | 3 | 2 |
| 3 | 4 | 2 | 2.5 | 6 | 5 | 4 |
| 4 | 6 | 6 | 3 | 0 | 7 | 4 |
| 5 | 11 | 9 | 4 | 24 | 7 | 11 |
| 6 | 14 | 12 | 11 | 12 | 13 | 12 |
| 7 | 17 | 12 | 17 | 24 | 16 | 17 |
| 8 | 21 | 27 | 20 | 12 | 18 | 20 |
| 9 | 11 | 16 | 22 | 16 | 12 | 15 |
| 10 (increased very much) | 13 | 13 | 16 | 6 | 14 | 12 |
| Blank | 0 | 2 | 0 | 0 | 2 | 1 |

C Your intention to study/have your child study in the UK?

| | | | | | | |
|--------------------------|----|----|-----|----|----|----|
| 0 (not at all) | 0 | 2 | 0 | 6 | 3 | 2 |
| 1 | 1 | 1 | 0.5 | 0 | 3 | 1 |
| 2 | 1 | 1 | 1 | 0 | 1 | 1 |
| 3 | 1 | 1 | 0.5 | 0 | 6 | 2 |
| 4 | 5 | 4 | 2 | 0 | 6 | 3 |
| 5 | 20 | 9 | 5 | 12 | 10 | 11 |
| 6 | 11 | 7 | 11 | 12 | 9 | 10 |
| 7 | 15 | 17 | 17 | 12 | 17 | 16 |
| 8 | 18 | 18 | 19 | 6 | 13 | 15 |
| 9 | 16 | 17 | 25 | 18 | 12 | 18 |
| 10 (increased very much) | 12 | 15 | 20 | 24 | 13 | 17 |
| Blank | 0 | 8 | 0 | 10 | 6 | 5 |

4 Rate the quality of service/s you have received

| | | | | | | |
|-----------|----|----|----|----|----|----|
| Excellent | 32 | 35 | 37 | 29 | 33 | 33 |
| Good | 59 | 57 | 54 | 35 | 55 | 52 |
| Average | 8 | 7 | 10 | 35 | 9 | 14 |
| Bad | 1 | 0 | 0 | 0 | 1 | 0 |
| Very Bad | 0 | 0 | 0 | 0 | 1 | 0 |
| Blank | 0 | 1 | 0 | 1 | 2 | 1 |

5 Have you taken part in any of the following activities organised by the British Council in the last 12 months?

| | | | | | | |
|-------------------------|----|----|----|----|----|----|
| Education UK exhibition | 18 | 12 | 20 | 18 | 13 | 16 |
| IELTS | 11 | 11 | 10 | 12 | 14 | 12 |
| Education UK Briefing | 5 | 2 | 9 | 0 | 2 | 4 |
| No | 65 | 69 | 58 | 64 | 68 | 65 |
| Others | 1 | 1 | 3 | 6 | 1 | 2 |
| Blank | 0 | 9 | 0 | 0 | 6 | 3 |

6 Recommend British Council to family/friends

| | | | | | | |
|-------------------|---|---|-----|---|----|---|
| 0 (very unlikely) | 1 | 1 | 0.5 | 0 | 1 | 1 |
| 1 | 2 | 0 | 0.5 | 0 | 4 | 1 |
| 2 | 3 | 1 | 0.5 | 0 | 1 | 1 |
| 3 | 3 | 1 | 2 | 4 | 2 | 2 |
| 4 | 4 | 1 | 3 | 0 | 5 | 3 |
| 5 | 5 | 8 | 7 | 0 | 11 | 6 |



| | | | | | | |
|------------------|----|----|----|----|----|----|
| 6 | 7 | 6 | 7 | 2 | 12 | 7 |
| 7 | 7 | 13 | 16 | 12 | 15 | 13 |
| 8 | 23 | 18 | 17 | 23 | 16 | 19 |
| 9 | 19 | 17 | 19 | 23 | 10 | 18 |
| 10 (very likely) | 26 | 26 | 27 | 18 | 15 | 22 |
| Blank | 0 | 8 | 0 | 18 | 8 | 7 |



Appendix 3: Exhibitors' survey results

| Exhibitors feedback analysis - Nov 2014 exhibition (in %) | | | | | | | |
|---|---|-------|--------|---------|---------|--------|---------|
| | | Delhi | Mumbai | Kolkata | Lucknow | Nagpur | Average |
| 1 | How would you rate the duration of the event | | | | | | |
| | Too long | 20 | 10 | 0 | 11 | 6 | 9.4 |
| | Just right | 66 | 83 | 92 | 72 | 94 | 81.4 |
| | Too short | 6 | 5 | 3 | 0 | 0 | 2.8 |
| | Blank | 11 | 2 | 6 | 16 | 0 | 7 |
| 2 | What were your objectives for coming | | | | | | |
| | Recruitment | 12 | 19 | 22 | 6 | 12 | 14.2 |
| | Profile Raising | 0 | 2 | 6 | 0 | 0 | 1.6 |
| | Both | 83 | 72 | 69 | 94 | 82 | 80 |
| | Blank | 5 | 7 | 3 | 0 | 6 | 4.2 |
| 3 | Assessment of Visitors at your Stand | | | | | | |
| | Good number and good quality | 42 | 24 | 75 | 11 | 24 | 35.2 |
| | Good quality only | 37 | 47 | 8 | 22 | 24 | 27.6 |
| | Good number only | 0 | 3 | 17 | 0 | 29 | 9.8 |
| | Disappointing | 15 | 17 | 0 | 56 | 12 | 20 |
| | Blank | 7 | 9 | 0 | 11 | 12 | 7.8 |
| 4 | Assessment of the Exhibition in terms of Promotion of the Event | | | | | | |
| | Very Good | | 14 | 33 | 5 | 0 | 10.4 |
| | Good | | 47 | 44 | 28 | 47 | 33.2 |
| | Satisfactory | | 22 | 11 | 22 | 29 | 16.8 |
| | Unsatisfactory | | 0 | 0 | 44 | 0 | 8.8 |
| | Blank | | 17 | 11 | 0 | 24 | 10.4 |
| 5 | Assessment of the Exhibition in terms of Branding at the Event | | | | | | |
| | Very Good | 33 | 16 | 33 | 11 | 0 | 18.67 |
| | Good | 17 | 53 | 47 | 39 | 41 | 39.44 |
| | Satisfactory | 50 | 29 | 8 | 22 | 35 | 28.87 |
| | Unsatisfactory | 1 | 2 | 3 | 0 | 0 | 1.16 |
| | Blank | 1 | 9 | 8 | 28 | 24 | 14.07 |
| 6 | Assessment of the Exhibition in terms of Overall Exhibition | | | | | | |
| | Very Good | 12 | 7 | 31 | 6 | 0 | 11.11 |
| | Good | 35 | 53 | 44 | 28 | 41 | 40.29 |
| | Satisfactory | 25 | 29 | 14 | 28 | 35 | 26.18 |
| | Unsatisfactory | 10 | 2 | 3 | 33 | 0 | 9.56 |
| | Blank | 18 | 9 | 8 | 6 | 24 | 13.07 |
| 7 | Rate the support to your business needs from British Council before the event | | | | | | |
| | Very Good | 27 | 19 | 19 | 11 | 12 | 17.69 |
| | Good | 33 | 52 | 56 | 38 | 47 | 45.11 |
| | Satisfactory | 20 | 22 | 14 | 22 | 35 | 22.58 |
| | Unsatisfactory | 0 | 2 | 8 | 0 | 0 | 2.07 |
| | Blank | 20 | 10 | 3 | 28 | 6 | 13.36 |

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| | | | | | | | |
|-----------|--|----|----|----|----|----|-------|
| 8 | Rate the support to your business needs from British Council during the event | | | | | | |
| | Very Good | 22 | 14 | 19 | 22 | 12 | 17.89 |
| | Good | 42 | 52 | 44 | 22 | 47 | 41.49 |
| | Satisfactory | 18 | 22 | 33 | 33 | 35 | 28.27 |
| | Unsatisfactory | 0 | 2 | 0 | 11 | 0 | 2.60 |
| | Blank | 18 | 10 | 3 | 11 | 6 | 9.56 |
| 9 | Did the Exhibition meet your expectations | | | | | | |
| | Agree Strongly | 5 | 2 | 25 | 0 | 0 | 6.40 |
| | Agree | 61 | 67 | 67 | 27 | 65 | 57.33 |
| | Disagree | 15 | 19 | 6 | 56 | 24 | 23.91 |
| | Strongly Disagree | 3 | 3 | 0 | 11 | 6 | 4.60 |
| | Neither agree or disagree | 0 | 2 | 0 | 0 | 6 | 1.60 |
| | Blank | 15 | 7 | 3 | 6 | 0 | 6.20 |
| 10 | Overall, the Exhibition was a high quality event | | | | | | |
| | Agree Strongly | 7 | 2 | 25 | 6 | 0 | 8.00 |
| | Agree | 65 | 81 | 69 | 22 | 53 | 58.09 |
| | Disagree | 7 | 7 | 6 | 50 | 47 | 23.31 |
| | Strongly Disagree | 2 | 2 | 0 | 17 | 0 | 4.20 |
| | Neither agree or disagree | 0 | 2 | 0 | 0 | 0 | 0.40 |
| | Blank | 20 | 7 | 0 | 5 | 0 | 6.40 |
| 11 | Have acquired knowledge about the market from participating at the exhibition | | | | | | |
| | Agree Strongly | 7 | 2 | 19 | 0 | 6 | 6.89 |
| | Agree | 52 | 48 | 47 | 61 | 59 | 53.44 |
| | Disagree | 15 | 29 | 17 | 17 | 29 | 21.33 |
| | Strongly Disagree | 3 | 2 | 3 | 5 | 0 | 2.56 |
| | Neither agree or disagree | 0 | 2 | 0 | 0 | 0 | 0.40 |
| | Blank | 23 | 17 | 14 | 17 | 6 | 15.40 |
| 12 | How was this exhibition compared to last year | | | | | | |
| | Much better | 1 | 0 | 0 | 0 | 0 | 0.20 |
| | Better | 7 | 2 | 11 | 0 | 0 | 4.02 |
| | Same | 23 | 26 | 25 | 6 | 0 | 15.91 |
| | Worse | 17 | 22 | 6 | 17 | 0 | 12.24 |
| | Much worse | 2 | 2 | 0 | 0 | 0 | 0.80 |
| | Didn't attend | 28 | 36 | 53 | 78 | 76 | 54.11 |
| | Blank | 21 | 12 | 6 | 0 | 24 | 12.51 |
| 13 | Will your institution consider attending a similar event next year? | | | | | | |
| | Yes | 56 | 47 | 69 | 11 | 47 | 46.02 |
| | No | 0 | 2 | 0 | 17 | 0 | 3.73 |
| | Undecided | 25 | 43 | 31 | 61 | 53 | 42.62 |
| | Blank | 18 | 9 | 0 | 11 | 0 | 7.62 |



Appendix 4: Advertising and promotion plan (media plan)

| Type | Media | Duration | Format (quantity and circulation figures for newspapers) |
|----------------------|-------------------------------|------------------------|---|
| Print | Newspaper advertising: | October/ November 2014 | |
| | Delhi and Lucknow | | Hindustan Times (Main) : 75000 (circulation) Times of India (Main): 175000 (circulation) Education Times : 75000 (circulation) Delhi Times and Lucknow Times: 175000 (circulation) |
| | Mumbai and Nagpur | | Times of India : 1437000 (circulation) Economic Times: in combination with above Maharashtra Times: in combination with above Navbharat Times: in combination with above Mid-day: 280000 (circulation) Mumbai Mirror : 800000 (circulation) Education Times: 800000 (circulation) DNA: 580000 (circulation) Gujarat Samachar: 750000 (circulation) Hitavada: 77000 (circulation) Lokmat: 350000 (circulation) Lokmat Samachar: in combination with above Lokmat Times: in combination with above Loksatta: 65000 (circulation) |
| | Kolkata | | THE Telegraph : 469401 (circulation) The Times of India: 452907 (circulation) Anandabazar Patnila: 1192778 (circulation) Hindustan Times: 10941 (circulation) Ei Samay : 310000 (circulation) E Bela: 350000 (circulation) |
| Other mediums | Delhi and Lucknow | Radio | Delhi and Lucknow: 2 radio stations with 10 spots a day over a period of 7 days for both the cities. |
| | | Outdoor | Delhi: Hoardings at four strategic locations in city for duration of one week prior to the exhibition. Poster (105) and flyer distribution across 19 institutions along with promotion at FICCI. E-flyers sent to 210 institutions Lucknow: Hoardings at five strategic locations in city for duration of one week prior to the exhibition. Poster (80) and flyer distribution across 21 institutions. E-flyers sent to 48 institutions |
| | Mumbai and Nagpur | Radio | Mumbai: Radio Mirchi and Red FM (radio spots - activity carried out over a 7 day period on both the radio channels) Nagpur: Radio City, Radio Mirchi and Red FM (radio spots – activity carried out over a 7 day period on all three channels) |

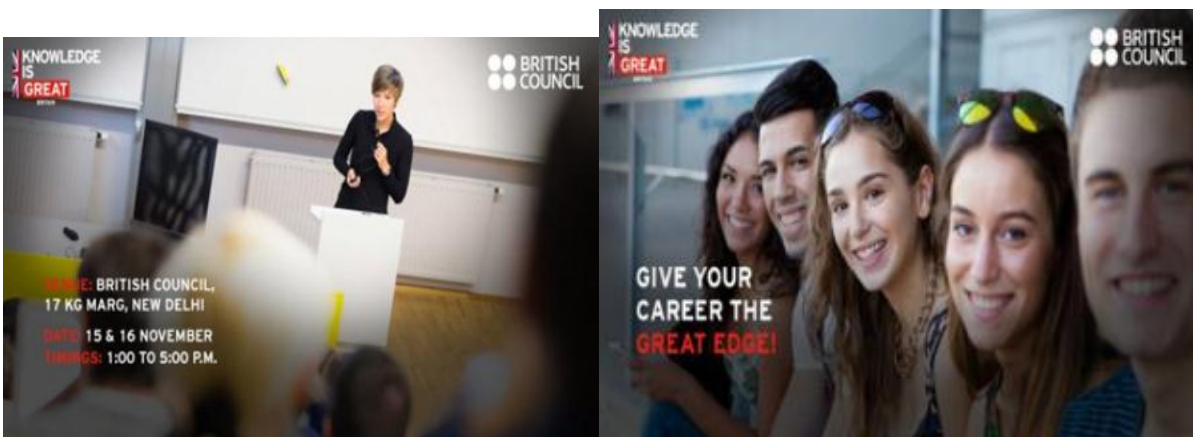


| | | | |
|--|---------|---------|---|
| | | Outdoor | <p>Mumbai : Poster (500) and flyer distribution (25000) across 20 colleges; Active promotion in 6 local colleges; Flyer distribution in 10 coaching classes; Tent cards display and leaflet distribution with invoice in 4 Café Coffee Day outlets. E-flyers sent to 490 institutions and student database of 3030.</p> <p>Nagpur : Poster (200) and flyer distribution (10000) across 10 colleges; Active promotion in 3 local colleges; Flyer distribution in 5 coaching classes; Tent cards display and leaflet distribution with invoice in 2 Café Coffee Day outlets. E-flyers sent to 137 institutions and student database of 588.</p> |
| | Kolkata | Radio | Fever 104 FM a popular channel for the youth: 2 weeks till 19 November with 300 spots over 15 days |
| | | Outdoor | billboards at strategic locations in the city for two week duration till 19 November Physical posters to Teaching Centre, Agents' offices, Schools and Colleges. E-flyers sent to a student database of over 20000 |

Promotion on Google Display Network – Targeted Banners



Facebook Promotion Advertisements





Events Pages on Facebook



Organic promotion on Facebook

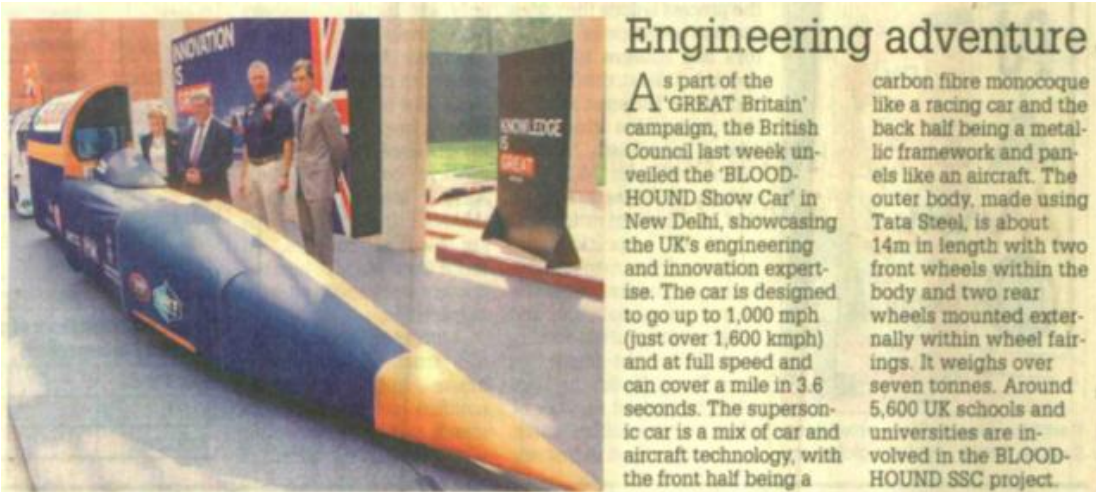


Live Tweeting during events





Snapshot of press coverage





British Council launches Education UK Exhibition

■ Business Bureau

AS A part of the 'Great Britain' campaign--GREAT--, the British Council, UK's international organisation for educational opportunities and cultural relations launched the GREAT Britain Scholarships - India 2015 in Nagpur on Friday. The announcement was made at the Education UK Exhibition hosted on Friday at Hotel Tuli Imperial, Central Bazaar Road, Ramdaspath, for students who are looking to study and live in the UK.

Talking to media Sharon Memie, Director of British Council, West India said, "The UK and India share a well-established, broad-ranging and expanding partnership on education". Strengthening this partnership, the British Council announced the GREAT Britain Scholarships - India 2015. With 401 scholarships this year and over 750 in the last two years, it

is the largest ever scholarships programme offered to Indian students. The scholarships are close to 1.51 million pounds (approximately Rs 15.1 crore).

18 UK universities participated in the day-long exhibition in city which provided information on undergraduate, postgraduate and research programmes in the UK as well as details on student life and culture. "We are delighted to launch the GREAT Britain Scholarships - India 2015 as it will further empower aspiring Indian students to make an informed decision about studying and living in the UK," said Sharon. For more information on the Education UK Alumni Awards 2015, interested may visit: <http://www.britishcouncil.org/education-uk-awards>.

Sunit Koli, Senior Manager, Education UK (West) said, "Four of world's top six universities are in the UK. A UK degree is valued by employers across globe."

401 scholarships for Indian students this year: British Council

LUCKNOW: The British Council on Friday announced 401 scholarships for Indian students this year as part of its Great Britain campaign.

"The UK and India share a well established broad-ranging and expanding partnership on education. Towards this, it has announced the Great Britain Scholarships-India 2015 under which 401 scholarships would be provided this year to Indian students," Director Operation British Council, India, Gillian Caldwell said here.

With 401 scholarships this year and over 750 in the last two years, this is the largest scholarships programme offered to Indian students. The scholarships are worth almost 1.51 million pounds, he said.

"We are keen to encourage greater student mobility and exchanges between India and the UK. UK welcomes India's best talent to gain internationally recognised qualifications from top ranking global institutions," Caldwell said.

On the occasion, Minister Counsellor (Political and Press) Andrew Soper said the fact that 84 per cent of Indian students who applied for visas in 2013 were successful clearly shows that we welcome Indian students in our universities. British Council has also announced a new programme called 'Generation UK' which aims to bring upto 25,000 UK students to India over the next five years, he added. **PTI**

ब्रिटिश काउंसिल ने ब्लडहाउन्स एसएससी को भारत में प्रदर्शित किया

नई दिल्ली, : ग्रेट ब्रिटेन अभियान के तहत ब्रिटिश काउंसिल ने नई दिल्ली में 'ब्लडहाउन्ड शो कार' का अनावरण करते हुए यूनाइटेड किंगडम की विश्वस्तरीय इंजीनियरिंग और नवोन्मेष विशेषज्ञता को प्रदर्शित किया। चर्चित ब्लडहाउन्ड एसएससी डिजाइन वाली प्रदर्शित यह कार 1,000 मील प्रति घंटे की रफ्तार से चल सकती है, जिसे ब्रिटिश काउंसिल में प्रदर्शित किया गया है। इस कार को ब्रिटिश काउंसिल इंडिया के शिक्षा निदेशक रिचर्ड एवेरिट, ब्रिटेन की इन्वेंशन एजेंसी इन्वेंट यूके के मुख्य कार्याधिकारी इयान ग्रे और ब्लडहाउन्ड एसएससी के पायलट विंग कमांडर एंडी डी. ग्रीन ने प्रदर्शित किया। यह सुपरसोनिक कार, कार और हवाई जहाज की तकनीक का मिला-जुला रूप है। इसके आगे का

आधा हिस्सा रेंसिंग कार की तरह कार्बन फाइबर मोनोक्यू से बना है और पीछे का आधा हिस्सा हवाई जहाज की मेटैलिक फ्रेमवर्क और पैनेल्स से बना है। ब्लडहाउन्ड एसएससी परियोजना का मकसद युवा पीढ़ी को एस्टोईएम पाठ्यक्रम में उच्च शिक्षा हासिल करने और उसके बाद इन क्षेत्रों में करियर बनाने के लिए प्रेरित करना है। यूके के करीब 5,600 स्कूल एवं विश्वविद्यालय ब्लडहाउन्ड एसएससी परियोजना से जुड़े हैं। ब्रिटिश काउंसिल के सहयोग से 'ग्रेट ब्रिटेन' अभियान और ब्लडहाउन्ड एसएससी ब्रिटेन के नवोन्मेषी और विज्ञान एवं प्रौद्योगिकी के मूल्यों और विचारों को वैश्विक स्तर पर प्रदर्शित करता है। यूनाइटेड किंगडम और भारत की शिक्षा क्षेत्र में सुव्यवस्थित, व्यापक और विस्तृत साझेदारी है। इस साल

400 से ज्यादा छात्रवृत्तियां दी गईं और पिछले दो वर्षों में 750 छात्रवृत्तियों के साथ ग्रेट ब्रिटेन स्कॉलरशिप्स-इंडिया 2015 भारतीय छात्रों को दी जाने वाली अब तक की सबसे बड़ी छात्रवृत्ति कार्यक्रम है।

यह छात्रवृत्तियां करीब 15 लाख पाउंड (करीब 15 करोड़ रुपये) की हैं। 'ग्रेट ब्रिटेन' अभियान के तहत ब्रिटिश काउंसिल 15 और 16 नवंबर को नई दिल्ली में ब्रिटिश काउंसिल में एजुकेशन यूके एक्जिबिशन का आयोजन करेगी। इस प्रदर्शनी का मकसद यूके में स्नातक, स्नातकोत्तर या शोध कार्यक्रमों के बारे में जानकारीयां मुहैया कराना है और साथ ही इच्छुक छात्रों और उनके अभिभावकों को यूके के छात्र जीवन और संस्कृति के बारे में जानकारी देना है।



ব্রিটিশ কাউন্সিলের উদ্যোগে কলকাতায় শিক্ষা সংক্রান্ত প্রদর্শনী



বিভিন্ন প্রতিষ্ঠান। পড়াশোনার ক্ষেত্রে ছাত্র-ছাত্রীদের আন্তর্জাতিক করতে যুবদের পথের কলকাতায় আয়োজিত হয় একটি শিক্ষা সংক্রান্ত প্রদর্শনী। ব্রিটিশ কাউন্সিলের উদ্যোগে 'গ্রেট ব্রিটেন ইউকে একাডেমিক' নামক একটি শিক্ষা প্রদর্শনীর আয়োজন করা হয়। এই প্রদর্শনীতে এসে ছাত্র-ছাত্রীরা ইউনাইটেড কিংডমে (ইউকে) পড়াশোনার ক্ষেত্রে কী সুবিধা পাবে, তা হলে 'মেরে ব্রিটিশ হাইস্কুল' এর মিনিটার কাউন্সিলের (পলিটি-ক্যাল অ্যান্ড হেলথ) অ্যাড্ভিউ সোপার এবং স্টিভা ফের্ন। অ্যাড্ভিউ সোপার জানান, এ বছর তারা ব্রিটিশ কাউন্সিলের উদ্যোগে 'গ্রেট ব্রিটেন' নামক একটি অলাভজনক সংস্থা করা হয়েছে আগামী শিকবর্ষের জন্য। রয়েছে ৪০১টি অলাভজনক আওতাধারিত ব্যবস্থা পড়াশোনার জন্য। আর ছাত্র-ছাত্রীদের জন্য কলকাতার এই প্রদর্শনীতে ছিল বিভিন্ন বক্তৃতা সেমিনার ও ক্যাম্পাসের আয়োজন। এই সেমিনারগুলির মাধ্যমে ছাত্র-ছাত্রীরা বেছে নিতে পারবে তাদের পছন্দের বিষয়। এদিন ইউকের একটি ইনস্টিটিউট এগেইনল প্রদর্শনীতে অংশগ্রহণ করার জন্য। প্রদর্শনী বা সেমিনারের মাধ্যমে পড়াশোনা বেছে নিতে পারবে বেশ কিছু বিদ্যে হাজার উদ্ভিদকার করে। যেমন ডিউম্যানিটাস, এমবিএ, স্টুডেন্ট ভিজা, অর্গানাইজিং ইন্ডিয়ায় এবং এ। এর মধ্যে এই বছরের প্রদর্শনী করা হয়েছে মিলি ও মুম্বইতে। আগামী ২১ নভেম্বর প্রদর্শনী হওয়ার কথা রয়েছে দাদপুর ও লক্ষ্মীতে।

UK Increases No. of Student Scholarships

KOLKATA To attract more number of students from India, the UK has increased the number of scholarships to 401 worth over ₹14 crore this year. The British Council has launched the 'GREAT Britain Scholarships' under which 401 scholarships are available this year across 57 UK institutions in England, Scotland, Wales and Northern Ireland. "Indian students in the UK can stay on to work after study in graduate-level employment (£20,000) for three years with possible extension for a further three," minister counsellor (Political and Press) of the British High Commission, Andrew Soper told reporters. He said that with its cosmopolitan and multi-cultural outlook, UK varsities have a varied student body which welcomes Indian diaspora.

EDUCATION UK EXHIBITION

British Council has launched the GREAT Britain Scholarships – India 2015 in Kolkata as part of the 'GREAT BRITAIN' campaign. With over 750 scholarships in the last two years, it is the largest scholarships programme offered to Indian students. The scholarships are worth 1.51 million pounds. The one-day exhibition in the city was to provide information on UG, PG and research programmes, student life and culture in the UK. Some 34 universities participated. There was also a UK Student Visa and Immigration stall. The exhibition was supplemented with informative seminars that were delivered by academicians from the UK institutions on Humanities, MBA in the UK, student visas, IT and Engineering course and Law. British Council has also announced a new programme called Generation UK, which aims to bring up to 25,000 UK students to India over the next five years. The objective is to promote India as a destination to gain study and work experience, offer mutually beneficial placements that will give UK young people the chance to develop employability skills and support the internationalisation of Indian companies and academic institutions.

INCREASED SCHOLARSHIPS FOR THE UK

NT Correspondent
© 2014 British Council

MUMBAI As part of the GREAT Britain campaign, the British Council, UK's international organisation for educational opportunities and cultural relations launched the Great Britain Scholarships – India 2015 in Mumbai on November 13. The announcement was made at the Education UK Exhibition, popular with students who are looking to study and live in the UK.

"To further strengthen partnership between the two countries, the British Council announced 401 scholarships this year, compared to over 750 in the past two years to be awarded for subjects starting September 2015 and January 2016 worth £1.51 million (£1.51 million pounds)."

Sixty UK Universities across England, Scotland, Wales and Northern Ireland participated in the day-long exhibition, which provided information on undergraduate, postgraduate and research programmes in the UK as well as details on student life and culture. Immigration officers of the British High Commission assisted visitors at the UK student visa and immigration stall with all queries pertaining to the student visa regulations and policies. Students could also attend seminars by UK institutions on popular subjects such as management, information technology, engineering and IELTS, the world's most popular English language test.

"The UK welcomes India's best talent, to gain internationally recognised qualifications from top-ranking global institutions, says Sharon Morris, director, British Council-West India. "The campaign will empower aspiring Indian students to make an informed decision about studying and living in the UK," she adds.

"The UK has a world class reputation in education and skills, and provides globally recognised 'STEM' education," says Kumar Iyer, British Deputy High Commissioner, Mumbai and director general UK Trade and Investment India. "It is a melting pot of disciplines, where people can find an unparalleled environment with inspiring teaching, state of the art facilities and a first rate research environment," he adds.



होटल ताज बंगाल में ब्रिटिश कौंसिल की ग्रेट ब्रिटेन स्कारलरशिप इंडिया-२०१५ जारी करती हुई एजुकेशन प्रमोशन-इंडिया प्रमुख सुचिता गोकर्ण । साथ में हैं मिनिस्टर कॉमन्वेल्थ (राजनीति-प्रेस) एंड्रयू सांपेर ।

- विश्वमित्र

Passport to prosperity

THE RECENT UK UNIVERSITY FAIR IN KOLKATA PORTRAYED AMPLE OPPORTUNITIES FOR STUDENTS TO STUDY AND STAY ON TO WORK. REPORTS DEBAMEETA BHATTACHARYA

When it comes to education, India has a large number of students with or without parents who would like to see their children get a good education in the UK. On 12 November, the launch of the Great Britain Scholarship India 2015, as part of the 'Great Britain campaign', with all scholarship programmes to the UK and also give information on student life and costs. The initiative saw participation from 34 UK universities and there was also a UK Visa and Immigration stand where officials of the British High Commission assisted visitors with all queries pertaining to visa regulations and matters. The show was supplemented with informative seminars that were delivered by academics from UK institutions on subjects such as business, MBA in the UK, citizenship, IT and engineering courses and law.

"We have to encourage greater student mobility and exchange between India and the UK. The UK welcomes India's best talent to gain internationally recognised qualifications from top-ranking global institutions. We are delighted to launch the Great Britain Scholarship India 2015 as it will further empower aspiring Indian students to make an informed decision about studying and living in the UK," said Nicholas Gowers, Head of Education Promotion India, British Council.

"The UK enjoys a global reputation for excellence in the field of education and skills acquisition. It provides excellent education, our universities also offer a vibrant and stimulating environment to international students. And the fact that 10 per cent of Indian student visa applications to the UK were successful shows clearly that we welcome the support to our universities. There is no limit on the number of Indians who



can come to study and stay on to work at a graduate level job after their studies. I very much hope to see even larger Indian student numbers to the UK as a stepping stone to a great life and career success," said Andrew Innes, chairman, Council on Education for India.

The British Council also announced a new programme called Gateway UK, which aims to bring up to 1000 UK students to India over the next five years. The objective of this initiative is to promote India as a destination to gain skills and work experience. After initially being ethical elements that will give young Indians the chance to develop employability skills and equip themselves with the skills, experiences and networks for the future. The British Council also recently launched the India Employability Survey 2014, which provides insights into emerging employability trends that will help universities prepare graduates for opportunities in an increasingly globalised world. In addition, it has introduced the Skills India UK Awards 2015 to honour outstanding achievements by business professionals, entrepreneurs and community leaders who can demonstrate how their UK education has impacted on their subsequent success. For more information on the Education UK Awards 2015, visit <http://www.britcouncil.org/india-uk-awards>.

One of the world's top 10 universities in the UK and a Degree from Britain is valued by employers across the globe, a versatile springboard for a successful career. Indian students applying for undergraduate courses in the UK continue to grow, owing to the proactive envi-

ronment they get to study and live in. Over 90 per cent of postgraduate students in the UK cite the quality of teaching provided and the infrastructure facilities for students as key reasons for their choice. The Indian High Commission in London has also been instrumental in providing support to Indian students who wish to study in the UK.

Of all the universities, 743 in India, an undergraduate student can choose a postgraduate study in the UK. The university offers a wide range of courses, including those that are not available in India. The UK offers a wide range of opportunities to develop personal strengths, learn new skills, gain valuable work experience and meet up with their CNs. And as they



help us find the one job and career leads to help you help your CV into shape, write job applications and prepare for interviews. We also have close links with local employers and offer access to a range of graduate, part-time, voluntary and internship opportunities. And regarding career advice you have something to produce design, film production or any art course - the training is great."

These are not limited to the fact that the universities in the UK offer a wide range of courses, including those that are not available in India. The UK offers a wide range of opportunities to develop personal strengths, learn new skills, gain valuable work experience and meet up with their CNs. And as they

ब्रिटेन से हर वर्ष 5 हजार छात्रवृत्ति

उच्च शिक्षा
 भारतीय विद्यार्थियों को छात्रवृत्ति प्रदान कर बढ़ावा देने के लिए ब्रिटेन ने सैद्धांतिक सहयोग को घोषणा की है। ब्रिटेन से प्रतिवर्ष 5 हजार विद्यार्थियों को कला, विज्ञान, स्वास्थ्य संकाय के विभिन्न क्षेत्रों में पढ़ाई के लिए छात्रवृत्ति प्राप्त होगी। विद्यार्थियों ब्रिटेन के विश्वविद्यालयों में आकर भी पढ़ाई कर सकते हैं।
 प्रधान को ब्रिटिश हाई कमिश्नर (नई दिल्ली) के कार्यालय एडवुल्फ



ब्रिटिश कौंसिल के स्टैंड पर एडवुल्फ की जानकारी लेते विद्यार्थी।

संघ ने यह जानकारी दी।
 बुधवार को डेड ब्रिटेन स्कॉलरशिप-इंडिया 2015 की घोषणा की गई। एडवुल्फ ने बताया कि भारतीय विद्यार्थियों के लिए छात्रवृत्ति योजनाओं के जरिए करियर के बेहतर अवसर हैं। फलतः और डेड ब्रिटेन के बीच सांस्कृतिक और

प्रमोशन (फालत) मुख्य सुचिता गोकर्ण ने बताया कि साल 2020 तक ब्रिटेन 25 हजार भारतीय विद्यार्थियों को छात्रवृत्ति देगा। उन्होंने बताया कि ब्रिटेन में पढ़ाई के लिए आवेदन करने वाले भारतीय विद्यार्थियों में 85 फीसदी ब्रिटेन में उपस्थित हुए करन चाहते हैं।
ब्रिटेन के विवि ने लगाई प्रदर्शनी
 ब्रिटिश कौंसिल की ओर से नया मिशन में दिखाने के लिए विवि की प्रदर्शनी भी लगाई गई है।
 प्रदर्शनी में एडवुल्फ सुचिता गोकर्ण, कैम्ब्रिज यूनिवर्सिटी, बंजर यूनिवर्सिटी सहित 20 से अधिक विश्वविद्यालयों को ओर से स्टैंड लगाए गए हैं। स्नातक और स्नातकोत्तर के विद्यार्थी एडवुल्फ से स्कॉलरशिप की जानकारी पा सकते हैं।
 (अखिल संवाददाता)