



## **BRITISH COUNCIL INDIA INVITES EXPRESSION OF INTEREST FOR “UK-India Year of Culture GREAT Scholarships 2018”**

---

### **Brief Introduction to the GREAT Britain Campaign**

The GREAT Britain Campaign is the UK government’s initiative to promote the UK internationally as a GREAT place to visit, study and do business. The British Council India is a partner in the campaign and through it we are raising awareness and promoting the UK’s strengths in education, English language and the arts.

### **About Year of Culture (YOC)**

The year-long programme will celebrate the rich and diverse cultural heritage of both countries and see cultural exchange across the areas of art, culture, science, academia and business.

Celebrations will run throughout the whole year, with more than 70 exhibitions, concerts, festivals, academic workshops and artistic residencies taking place; as well as trade missions, research projects, grants and scholarships.

### **Opportunity**

The British Council India is delighted to announce the launch of the “UK-India Year of Culture GREAT Scholarships 2018”. This is a major scholarship programme that British Council India has been running successfully since 2014 and is currently calling for expression of interest for the 2018 scholarships.

The campaign will be jointly funded by the GREAT Britain Campaign and UK higher education institutions, targeting prospective undergraduate and postgraduate taught (full time) students who will enrol in September 2018/ February 2019.

### **Benefits for UK Institutions**

Joining this initiative provides a great opportunity for UK higher education institutions to raise their profile and increase exposure in India. All scholarships that are funded under this initiative will be named as “GREAT– X University Scholarship – India 2018” and will be promoted through an integrated marketing campaign funded by GREAT and managed by the British Council in India.

The marketing campaign will run nationwide from September 2017 to March 2018 and cover key online and offline marketing channels, activities and



events. The British Council India will work with participating institutions and use both digital and print media channels to ensure all scholarship opportunities are effectively promoted to the target audience.

All participating institutions are expected to further promote the scholarships through their own channels.

## Participation Criteria

- Accredited institutions only  
All participating institutions must be listed on the UK Border Agency Register of Tier 4 Sponsors (approved Education Providers) AND QAA/OFSTED/ESTYN inspected and approved.
- Minimum contribution from each participating institution will be £15,000.
- Contribution from the GREAT funds will be £5,000 per institution at the maximum. However as 2017 is branded year of culture, UK higher education institutions that offer scholarships for programmes in Creative industries, Humanities and Social Sciences will qualify for £10,000 of GREAT funding.
- Minimum value of each GREAT scholarship at Undergraduate and Postgraduate level has to be £5,000.
- Each participating institution can offer as many scholarship opportunities as possible based on its budget plan.
- UK institutions will have to demonstrate that their contribution towards the UK-India Year of Culture GREAT Scholarships 2018 is new money (i.e. not from existing scholarship schemes).
- Scholarships can only be awarded to Indian passport holders.
- The funding contributed by the GREAT Campaign will be allocated to UK higher education institutions with representation across England, Wales, Scotland and Northern Ireland.
- The final decision on allocation of funding will be made by the GREAT board after all bids are collected from the institutions. Priority will be given to institutions that can contribute comparatively large amounts of funding resulting in larger number of awards and/or have good track record.
- If the application is accepted, a separate agreement will be signed between the institution and the British Council to form a binding contract.



## Management of the Scholarships

- Management of the scholarships which includes shortlisting, interviews of applicants, selection of scholars and issuance of awards will be done by each participating institutions. The institution will need to provide full contact details of a named contact person who will manage logistics of the scholarship scheme and handle student enquiries.
- If a course/programme lasts longer than one year, the funding contributed by the GREAT Britain Campaign will be for the first year of study only.
- The GREAT funding will be released to the respective institution post sharing of profiles and details of the winning scholars are shared with British Council India so that evaluation, impact and assessment of the programme can be done.

## How to Participate

UK institutions interested in this opportunity are requested to complete the attached bidding form and send it to Ms. Vishu Sharma, Senior Project Manager, British Council India a [Vishu.sharma@britishcouncil.org](mailto:Vishu.sharma@britishcouncil.org) by 28 July 2017 (12 noon BST).

## Timelines

28 July 2017	Deadline for submission of bids
Mid-August 2017	The British Council to inform bidding institutions of results of bids
August – September 2017	Institution to provide promotional content and confirmed scholarship details
End September 2017	Overall campaign promotional materials ready to release
October – March 2018	Promotion of the UK-India Year of Culture GREAT Scholarships 2018 campaign in India
March 2018	Results announced by each participating institution and communicated to the British Council India
Mid-March 2018	Agreements signed between the British Council India and participating institutions and invoiced issued by participating institutions to the British Council
September 2018	The British Council to arrange funding to be issued to each participating UK institutions



<p>October 2018/ January 2019</p>	<p>Scholarships issued to winning scholars for the September 2018 and February 2019 intake by participating UK institutions; Final total number of GREAT scholarships awarded to students communicated to the British Council</p>
<p>October 2018</p>	<p>Full profiles and details of all winning scholars shared with the British Council India by UK institutions</p>
<p>End October</p>	<p>Release of funds by British Council to UK institutions</p>