



SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

South Asia

Niroshi Siriwanasa, British Council
Tony Reilly, British Council
Mirja Shahjamal, British Council
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SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

Transnational Education in Sri Lanka: Asia's emerging education hub – threat or opportunity?

Tony Reilly, Country Director, British Council Sri Lanka

Niroshi Siriwanasa, Manager International Higher Education, British
Council Sri Lanka

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Objectives:

- Snapshot of TNE in Sri Lanka
- Threat or Opportunity for the UK
- British Council Support

Sri Lanka: macroeconomic environment

- Population 20 million (61% below 35 years of age)
- 9% GDP growth, **2nd fastest growing economy in South Asia**
- Post-conflict context – peace dividend
- Stable government with 2/3 majority in the parliament
- Per capita income US\$ 2,399 in 2012; **expected to double by 2015**
- Inflation rate 8.9%;
Unemployment below 3.9%
- Booming tourism sector
- Conducive environment for FDI
- Rapid infrastructure development:
highways, shipping, airports,
housing, hotels





EDUCATION TIMES

Cover

How the 12month MBA at Oxford College of Business helped shape the rapidly changing business landscape of Sri Lanka



There is no denying we are living in very interesting times. With a chaotic global economy, constantly evolving technology and an ever-growing population, today's business leaders of Sri Lanka face a plethora of challenges. Yet they also have an unequalled opportunity to make an impact, not only on those in their immediate sphere but possibly [...]

BCAS Campus offers 12 months reputed UK MBA at an affordable fee from the University of Wolverhampton



The BCAS Campus (British College of Applied Studies) is a higher education institute with thirteen years of experience in providing a quality tertiary education. The institute has built up a reputation of excellence and trust over this period of time. As an institute constantly looking at improving the educational opportunities made available, BCAS Campus now [...]

Middlesex University Graduation 2012, in association with ICBT Campus



For the sixth successive year Middlesex University UK held its Graduation Ceremony here in Sri Lanka in association with ICBT Campus on the 20th of October at the BMICH. Prof, Michael Driscoll, Vice-Chancellor, Middlesex University in attendance conferred Degrees to over 180 Middlesex students studying in Sri Lanka at ICBT Campus. The Colorful ceremony filled [...]

Snapshot of TNE market in Sri Lanka

46 local TNE partners

➔ Mainly franchised programmes

25 UK HEIs

➔ Top ups, full degrees, 2 + 1

Over **10,000** students enrolled

➔ NEXT phase: Full campus development (UCLAN)

Wide range of subjects and qualifications

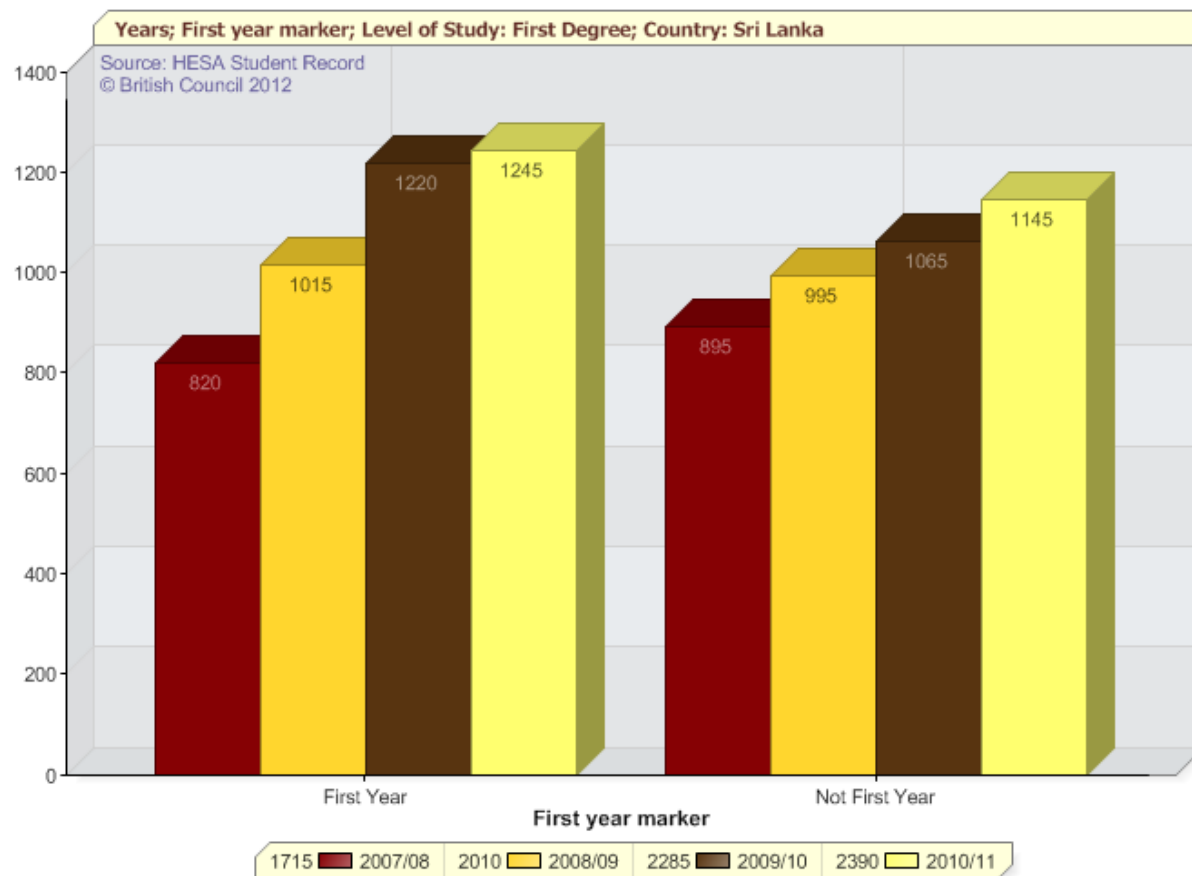
➔ Subjects:

- Business and Management
- Computer Science
- Engineering and Technology
- Accounting and Finance
- Law
- Travel and Tourism
- Education
- Creative Arts and Design

Snapshot of TNE in Sri Lanka: reasons for growth

- Reputation of UK qualifications and education in Sri Lanka
- Wide range of entry routes, pathways and subjects on offer
- State universities can not meet demand (100,000 students for 25,000 places)
- Cost compared to overseas study, close to home option
- Tier 4 visa changes (especially removal of PSW)
- Sri Lanka as knowledge and education hub in South Asia
- Incentives to foreign education providers (Ministry of Higher Education, BOI)
- State universities enrolling foreign students and offering internationally accredited programmes

Pathway to the UK via TNE



Year of Entry	First Year	Not first Year
2007/08	48%	52%
2008/09	51%	49%
2009/10	49%	46%
2010/11	52%	48%

Source: HESA Student Record 2010/11

Opportunities for TNE

- In-country delivery: utilising local benefits and marketing to an emerging middle class
- Build UK Higher Education brand and visibility (Alumni, Graduation Ceremonies etc.)
- More and more students are aspiring to study for a UK degree
- Start in Sri Lanka and progress to the UK: articulation/pathways
- Attract international students from the region and the UK



Challenges for TNE

- Competition from other TNE providers in Sri Lanka (USA, Australia, India etc)
- Other hubs: growing Asian Education market is offering cheaper alternatives (Singapore, Malaysia, India, Bangladesh with TNE options)
- Monitoring quality of franchised programmes
- Business models are less attractive (high volume, low fees)

Australia
The No.1 study destination for Sri Lankan Students

Australian University Transfer Program
Students can now study up to two years of their University education in Sri Lanka and transfer directly into second year of top Australian Universities in a range of education degrees. Save up to 10% tuition on tuition and living expenses by starting the Australian University Transfer Program at MSU.

New Visa Regulations & Streamlined visa process: The new visa system states that the international students who complete two years of their study in Australia can work in Australia for two years after completing their course (DSAC).

FIELDS OF STUDY

Accounting	Banking & Finance	Marketing	Business & Commerce	Aerospace Engineering	Civil Engineering	Mechatronics	Software	Architectural Design	Economics	Multimedia & Digital Arts	Performing Arts	Law	Psychology
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TRANSFER TO TOP UNIVERSITIES

Swinburne University	La Trobe University	Deakin University	University of Wollongong	University of Technology Sydney	University of South Australia	Curtin University
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LANKA HUB
www.msuedu.com

msu management & science university
www.msuedu.lk

MSU'S PROGRAMMES :

- Phd
- MBA
- Bachelor of Biomedical Science (Hons) *
- Bachelor in Forensic Science (Hons) *
- Bachelor in International Business (Hons)
- Bachelor in Hospitality & Tourism Management (Hons)
- Diploma in Hospitality & Tourism Management
- Diploma in International Business

WE ARE ALSO OPEN ON :

- Saturdays : 9.00 am - 6.00 pm
- Sundays : 10.00 am - 2.00 pm

EARN A WORLD RECOGNIZED POST GRADUATE, DEGREE & DIPLOMA FROM ONE OF MALAYSIA'S TOP UNIVERSITY IN SRI LANKA

WHY MSU?

- Rated as one of the top private universities in the world by Accreditation Services for International College (ASIC), UK
- An accredited member of the Alliance on Business Education and Scholarship for Tomorrow (ABEST21), Japan.
- A member of Association of Commonwealth Universities (ACU)
- A member of Association of Asia Pacific Business School (AAPBS), Korea.
- A member of Association of the European Foundation for Management Development (EFMD), Belgium.
- Rated as an "Excellent University" by Ministry of Higher Education, Malaysia.

Scholarship Available

For registration and more information, please contact :
msu colombo campus, 3/11-ra-de-mel-masath, replication road, colombo 02, sri lanka
Tel : (+91 000) 257 6644, 257 6700, 257 7200 (Urban Bandura) | Sri Lanka Bandura : (+91 07) 77775801 / Maria Richard | Email : enquiry@msu.edu.lk
www.msuedu.lk

Case studies

- **Plymouth University and NSBM** – Recently launched
- **University of Northumbria and Academy of Design** – Established
- **UCLAN** – Campus development
- **University of Greenwich** – New campus model

Case study: Plymouth University and NSBM



Launched **6 programmes** in Sri Lanka in September 2012:

- 1st year delivered by NSBM
- 2nd and 3rd years delivered by Plymouth University

Subject areas:

Accounting & Finance, Computing, International Management, Marketing, Supply Chain & Operations, Tourism & Hospitality

Marketing Campaign: generate 3000 enquiries and convert 10 per cent to student enrolments by rolling out a promotional campaign to raise the profile of Plymouth University in Sri Lanka and to launch their partnership with NSBM

Case study: Plymouth University and NSBM

What we did under SIEM Sri Lanka:

- Organised an open briefing session for marketing agencies
- Worked with Plymouth University and NSBM to prepare the brief for the advertising agencies
- Identified potential advertising agency to commission campaign, launch, wrap-around events, digital and other relevant media with Plymouth University
- Managed the campaign (Press/ Electronic media/ direct) on behalf of the University liaising with commissioned advertising agency
- Managed the relationship with local partners and advertising agency
- Organised University of Plymouth / NSBM launch with the agency

Successful TNE partnerships in Sri Lanka

- Asia Pacific Institute of Information Technology (APIIT) – Staffordshire University
- Sri Lanka Institute of Information Technology – Sheffield Hallam University
- Academy of Design – Northumbria University
- National Institute of Business Management – Plymouth University
- Asian Aviation Centre – Kingston University
- Sri Lanka Institute of Marketing – Buckinghamshire University
- International College of Business and Technology (ICBT) – Middlesex University
- Business Management School - Northumbria University

Support of the British Council team

Our strengths:

- Immediate association with global reputation of UK Higher Education
- British Council is well established, credible institution in Sri Lanka perceived as supporting and promoting UK Education
- British Council has thorough knowledge of the local Education market and strong networks
- Relationship with Ministry of Higher Education & University Grants Commission

Role of the British Council:

- Market insight (tracking trends in TNE landscape)
- Speed dating and due diligence of potential partners
- Visit programmes, promotional campaigns, Exhibitions, other support services

Conclusion

Get on board

or

Miss the boat

The choice is yours.



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Bangladesh – introduction to a new market

Mirja Mohammad Shahjamal
Head of Education, British Council Bangladesh

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Agendas to be covered

- Bangladesh SWOT Analysis
 - Strengths, Weaknesses, Opportunities, Threats
- Bangladesh Education updates
- The Market for UK Education
- Market Trends – UK study
- Marketing your institution
- How can we help you?

Strengths

- International reputation for quality / prestige
- Cultural diversity / tolerance
- UK deemed relatively 'safe'
- Historical ties with the UK
- UK qualifications valued highly by employers
- Flexible entry routes and breadth of subjects

Weaknesses

- UK education relatively expensive
- US / Australian system fits better with BGL
- Lack of English Language proficiency
- Discontinuation of post-study work, reducing work entitlement hours, student dependent visa etc
- Very few UK scholarships
- Frequent changes in Tier 4 visa policies

Opportunities

- Youthful population – 35% below 25 years
- 917673 (19.9 % increased from last year) sat for the Higher Secondary exams (Grade 12), big pool to draw student from
- Need for foundation programmes
- Increase in students sitting for O and A Level exams (5% this year)
- Due to lack of places in country, only 20% passing the higher secondary examination can enter university
- Lack of places for students for preferred subject means that students are forced to take subjects that they are not interested in e.g. medical students going to Botany or Chemistry or Law students have to study Islamic Studies
- Govt is considering to set up Accreditation Council which will cover the cross border education as well

Threats

- Non-smooth process for sending advance deposit for one year foundation programme /diploma to overseas countries (bank draft / transfer) due to restriction by the Central Bank (Bangladesh Bank). It will be easier if the offer letter is issued with a Bachelors degree.
- Bangladesh government's plan establishing a public university in each district
- Strengthened private university curriculum; influencing the UGC to take increase regulation for foreign degrees
- Academics have suggested increasing the number of universities and seats at the existing universities besides ensuring quality education
- There is a probability of political instability due to national election to be held in late 2013 or early 2014.

Recent updates in Bangladesh Education Sector

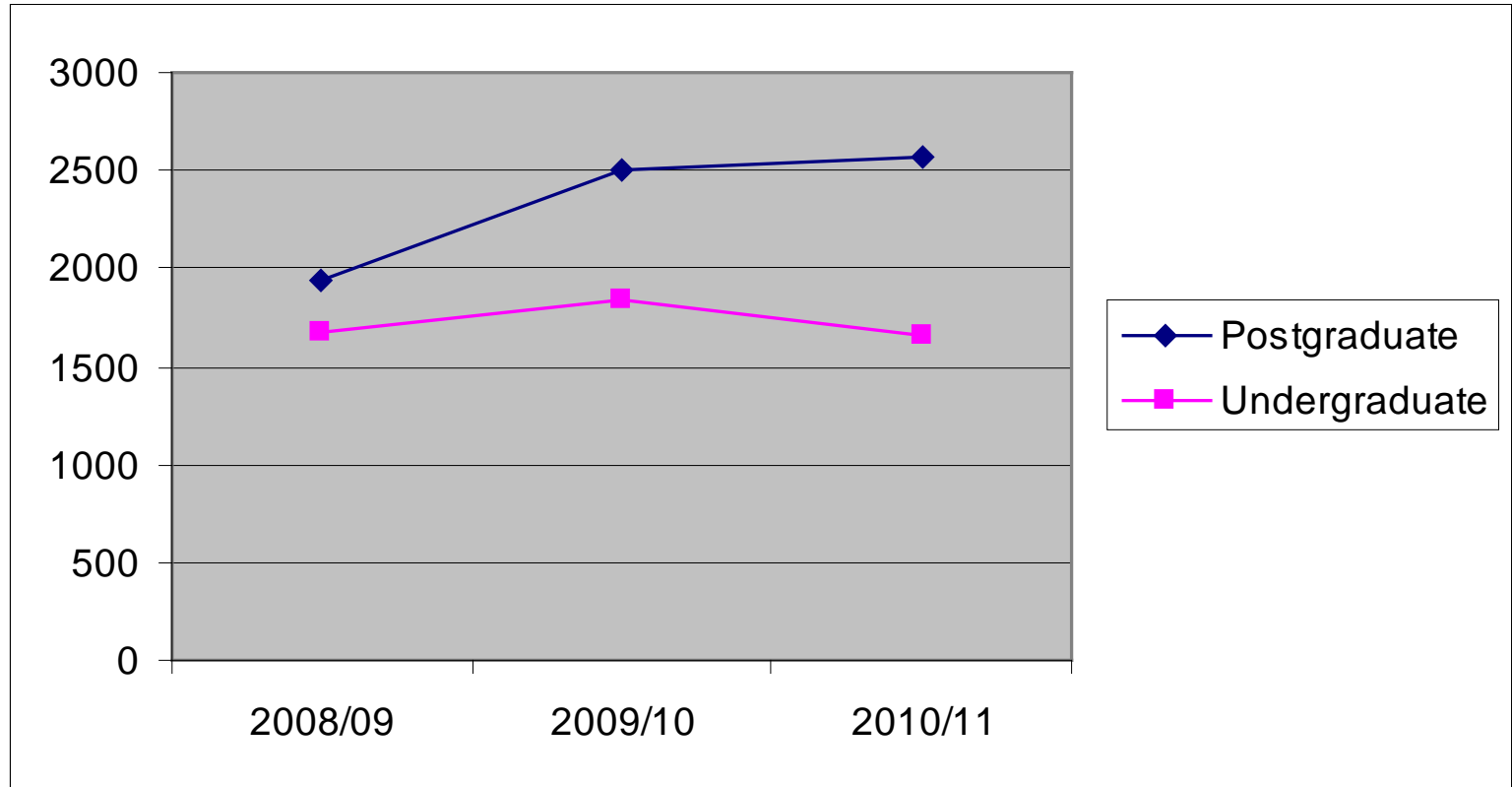
Key features of new National Education Policy 2010

- All 3-year degree courses to be made 4-year
- All 2-year degree (pass course) is now 3 years programme
- Information and Communication Technology (ICT) and Bangladesh Studies have been introduced to primary and secondary levels
- Bangla, moral education, Bangladesh Studies, mathematics, natural environment, social studies, IT and general science would be compulsory
- Number of Technical and Vocational Education and Training (TVET) institutions would be increased
- **Accreditation council to ensure quality and transparency of private universities.**

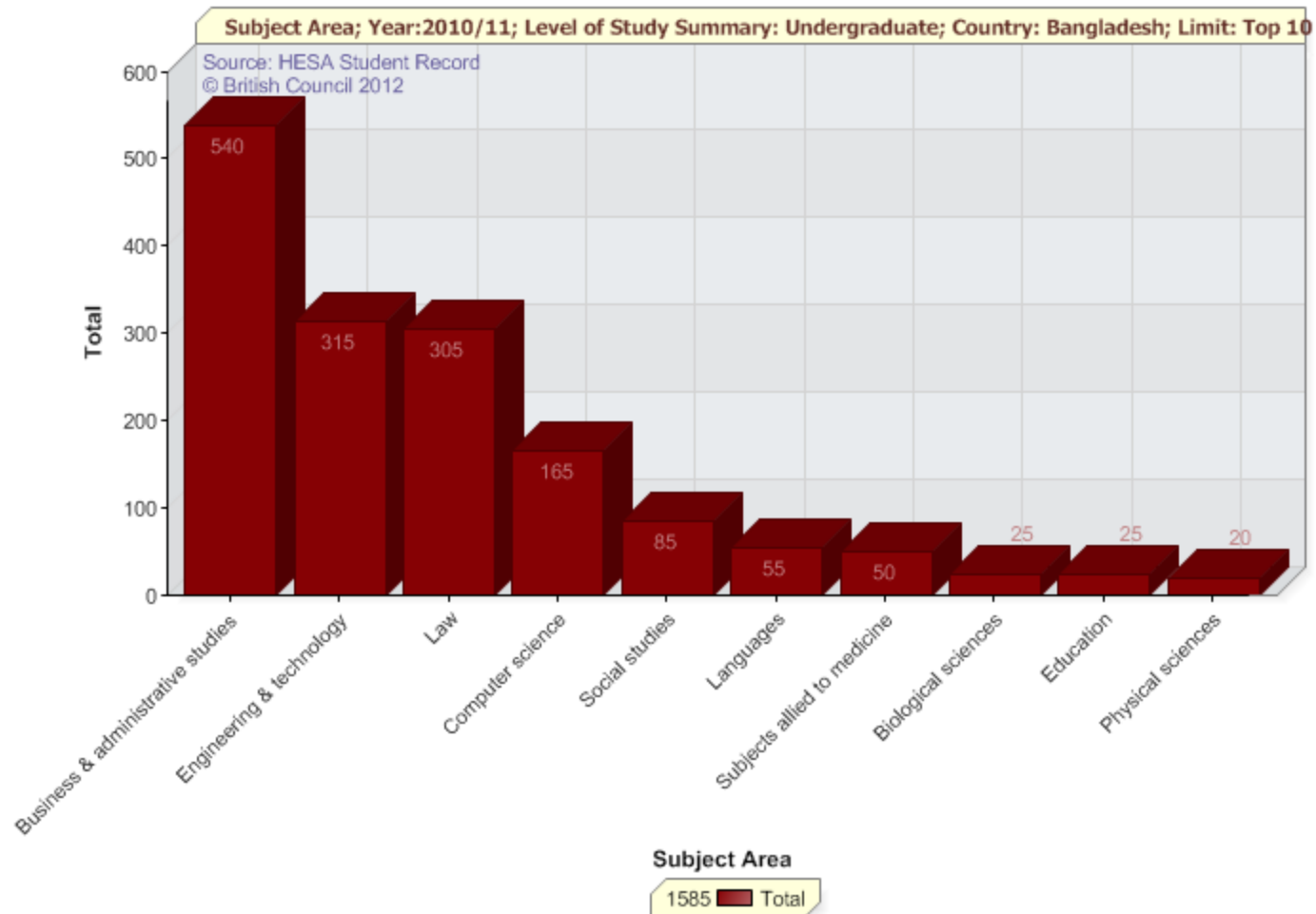
Market Trends – UK Study

Level of Study	2008/09	2009/10	2010/11
Postgraduate	1950	2500	2570
Undergraduate	1680	1840	1655
Total	3625	4340	4225

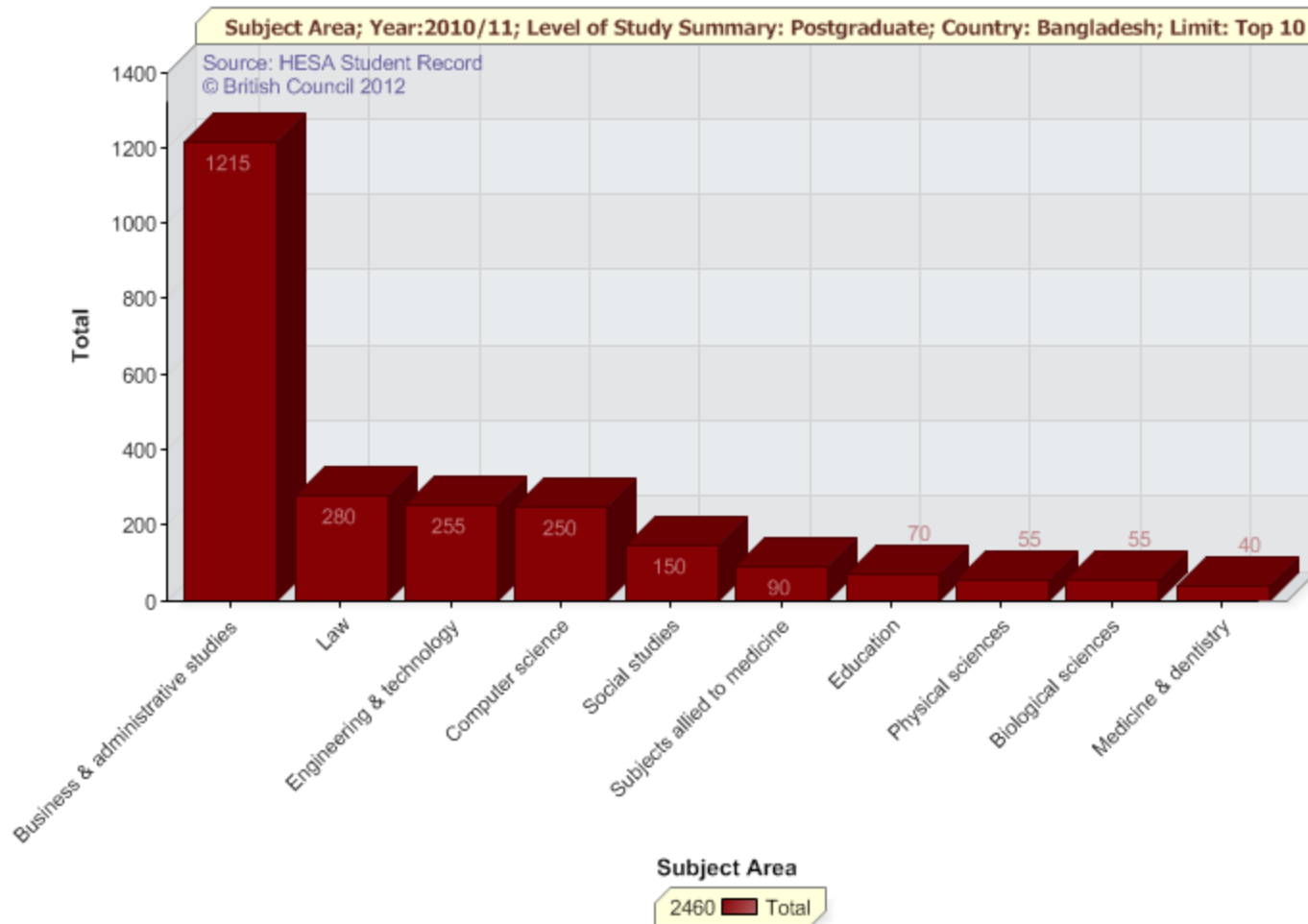
UG-PG trends over time 2008/09 – 2010/11



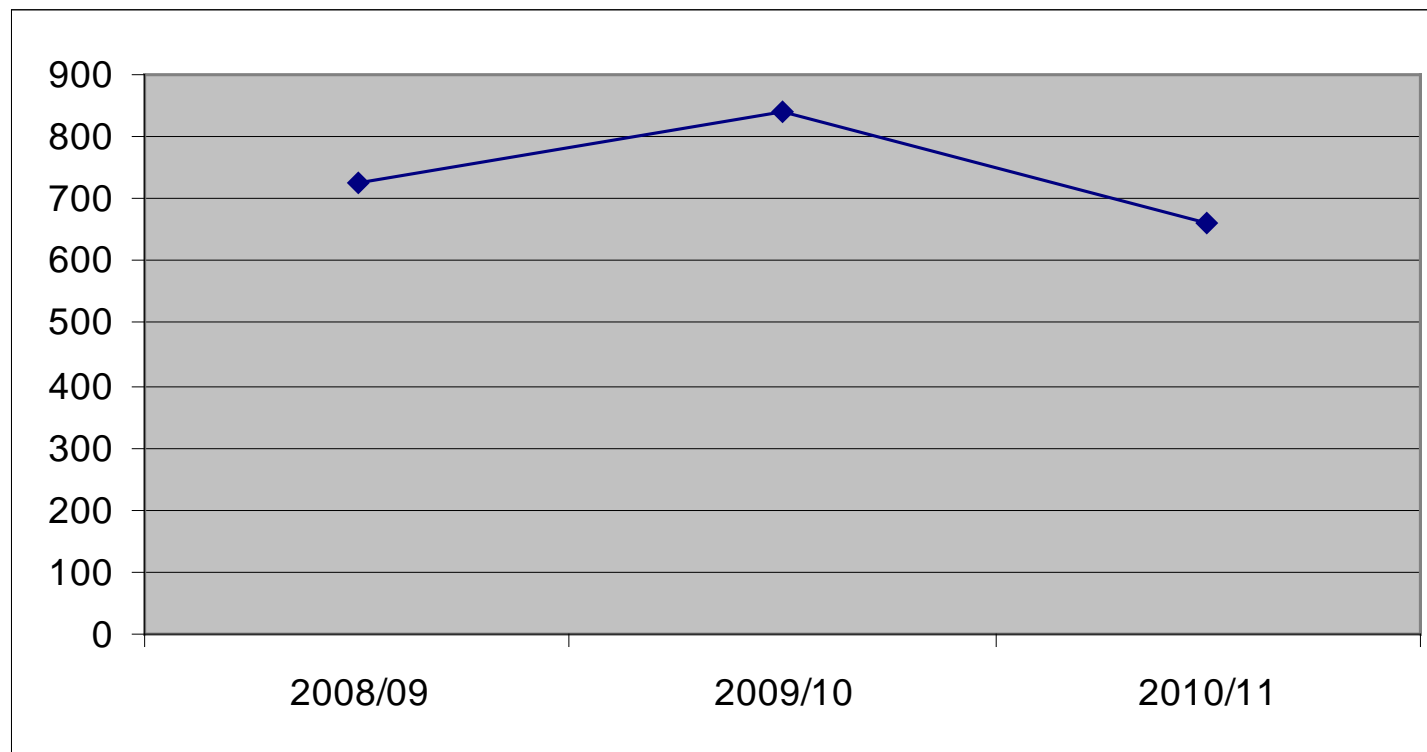
Popular Subject Areas – Undergraduate 2010/11



Popular Subject Areas – Postgraduate 2010/11



FE students by BGL domicile 2008/09 – 2010/11



Marketing Your Institution

- Prestige & branding
- Ability of graduates to find jobs
- Price sensitivity
- Quick response
- Exhibition
- Several visits in a year – seminar, counselling etc
- Alumni event
- Pre-departure briefing
- Using social media networks; SMS/ Email shot
- Using British Council brand value in promotional activities
- Localise information on your promotional materials
- Highlight your strengths & achievements
- Scholarships

New Activity under SIEM

- **BCTAS** (British Council Trained Agents Scheme): 38 Agents trained; next session scheduled in January 2013
- More exhibitions with BCTAS agents to promote UK education
- **Table Top Exhibition:** Successfully organised table top exhibitions in Khulna and Rajshahi with the maximum participation number of 7. We have plan to organise two in 2013 in other cities
- **Virtual Exhibition:** We have plan to organise virtual exhibition next year
- **Enhanced Database:** We are working to make our existing database with more focussed group
- **Cross Border Higher Education:** To explore opportunities according to the Govt decision on cross border higher education



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Pakistan – Controlling the brain drain, tackling employability

Nadia Kamran

Head of Services for International Education Marketing, British Council
Pakistan

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A joint undertaking by UK Trade & Investment (UKTI) and the BCSiem Pakistan

Objectives

The initiative aimed at bringing Pakistani students in UK universities closer to potential employers in Pakistan as well as providing a platform for British and Pakistani to network and build stronger trade ties. Another key objective of the activity was to tackle challenges related to employability of UK graduates and to control the brain drain from Pakistan.

An opportunity for the UK education sector to understand the Pakistani job market and PK employers to understand and appreciate the UK education offer. Also reinforcing the value of a UK degree as a route to career success

Universities at the fair

- University of Westminster
- City University London
- University of Greenwich
- University of Bedfordshire
- Middlesex University
- University of Oxford
- University of Reading
- Royal Holloway, University of London
- University College London UCL
- Kingston University London
- The University of Sheffield
- Manchester Metropolitan University
- Cardiff University
- University of Leeds
- University of Salford
- The University of Aberdeen
- Robert Gordon University
- University of Abertay Dundee
- University of Stirling
- Glasgow Caledonian University
- University of Edinburgh
- Heriot-Watt University Edinburgh
- University of the West of Scotland
- University of Strathclyde



University
of Glasgow

Brunel
UNIVERSITY



The University of Manchester



Pakistani High Commissioner , his Excellency **Mr. Wajid Shams-ul- Hasan** Addressing the Business Community



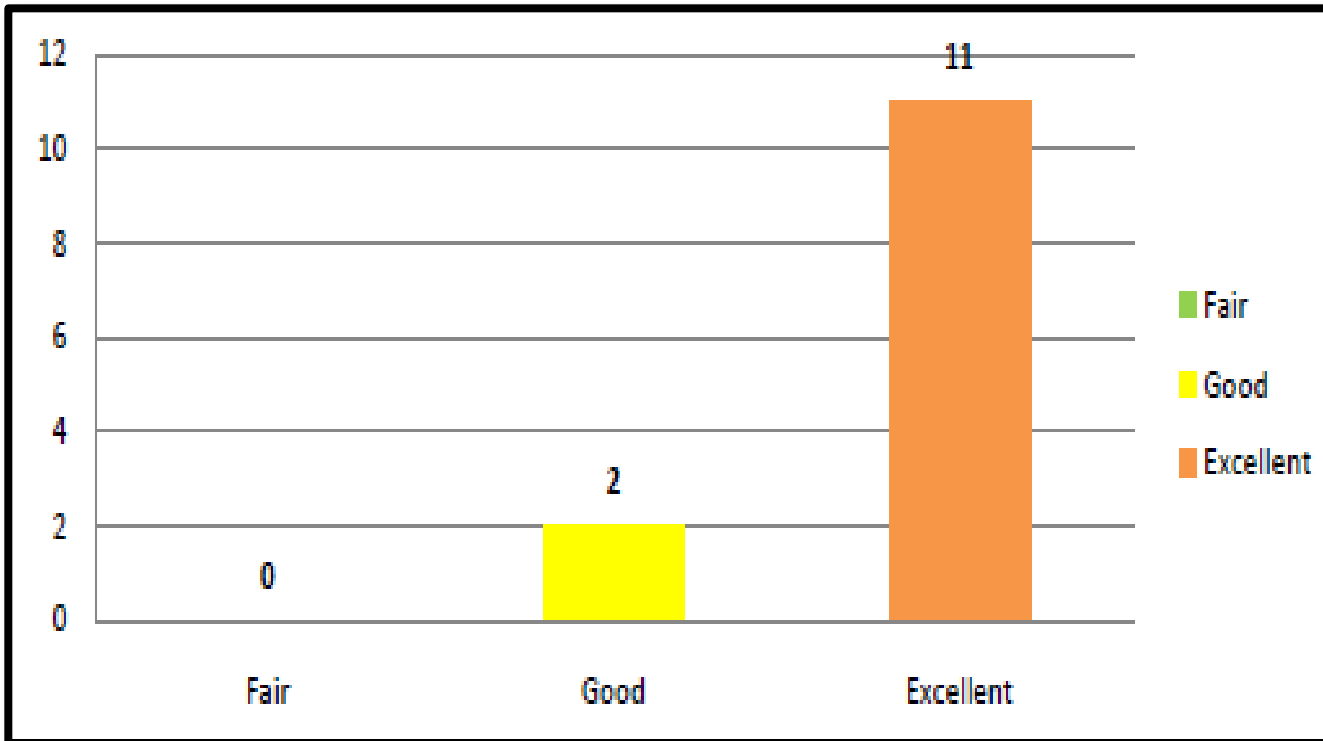
The delegation with Ms. Nadia Kamran at University of Manchester

- United Energy Pakistan
- SurrIDGE & Beecheno
- Seed Ventures
- Sidat Hyder Morshed Associates
- Siemens Pakistan
- National Foods (Ltd.)
- L'oreal Pakistan
- Kings Group
- Indus Motor Company (Ltd.)
- Abacus Consulting
- Barclays Bank PLC
- Fatima Group
- Engro Corporation Ltd.
- Arif Habib Limited

“A communication channel has been established and a lot of questions were answered regarding students and employment. We would never have been able to network with career counselors

‘I would like to thank the British Council team for this initiative and giving us the opportunity to network and reach out to Career Offices and students at the top UK universities.’ -Khwaja Munir

‘The fair also provided the opportunity to explore disciplines that are taught internationally, and that are not taught at local universities in Pakistan’ -National Foods



Source :Impact Assessment Report – SidatHyder Morshed Associates

- Interactive session on job market and employment market in Pakistan
- Topics touched :
 - Preferences of local employers
 - Trends in the market and general practices - preferences regarding CV styles and covering letters, sources of graduate vacancies, importance of previous work experience
 - Trends in employment
 - Sectors that are hiring
- Presentation by partners

“Excellent exposure to major companies in Pakistan; (with) excellent presentations.” - Deborah Houston, a Career Service Manager at the Glasgow Caledonian University

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
Session met expectations	6	1			
Overall, this was a high quality session	6	1			

Source :Impact Assessment Report – SidathHyder Morshed Associates

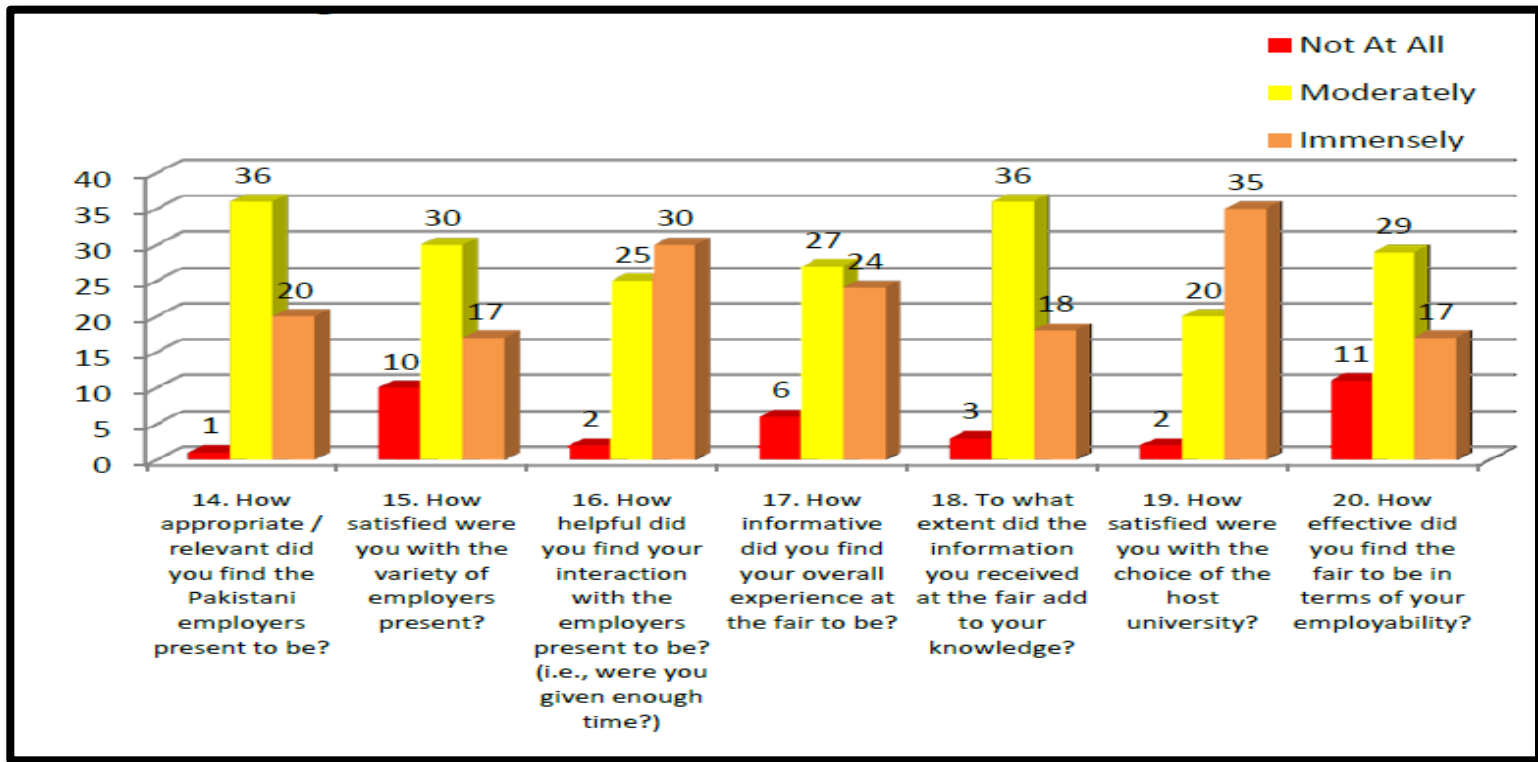


“I’m delighted with this wonderful initiative by the British Council. While it sounded interesting in theory it was incredible to see it in action. The students were very happy with the insight the employers gave them into the job market, as were the career advisors who will hopefully form long-term links with the visiting companies. In addition, this event helped us strengthen ties with our Pakistan Student Society.” - Calli Amiras, Postgraduate/International Careers Consultant at Brunel University



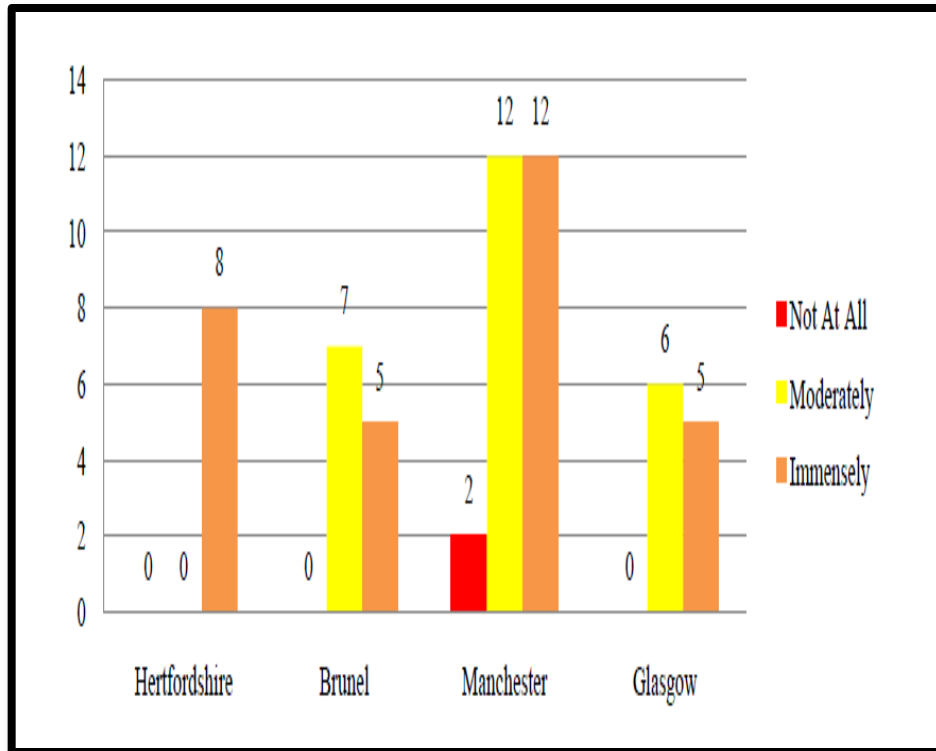
*‘Excellent. Thank you...Received an overview of the Pakistani Graduate Recruitment Market.’ -Tracy Wells, Assistant Director, **Oxford University** Careers Service*

*‘Extremely valuable and informative...Knowledge of recruitment practices and key employers...An additional suggestion is making the material accessible to careers services that could not be here today’ -Kate Croucher, Acting Director, Placement and Careers, **Brunel University***



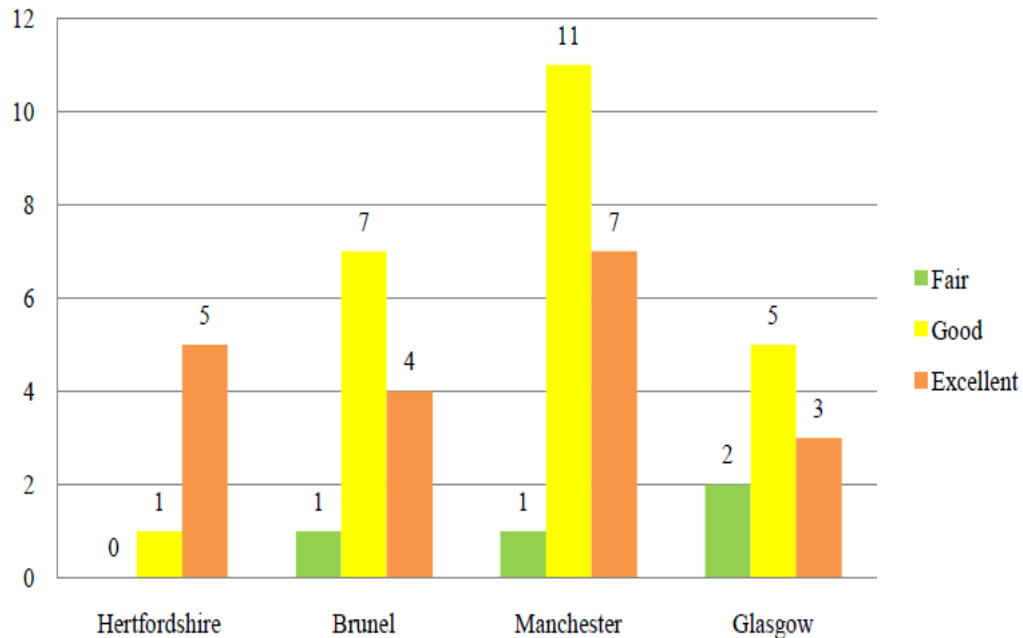
Source :Impact Assessment Report – SidatHyder Morshed Associates

Satisfied in terms of interaction with the employers present to be? (i.e., were you given enough time?)



'It's a good initiative to show the soft face of Pakistan. Here it was a good chance to know that employers are interested to hire foreign students to get all the brighter brains back to Pakistan, Great step. Good luck' -

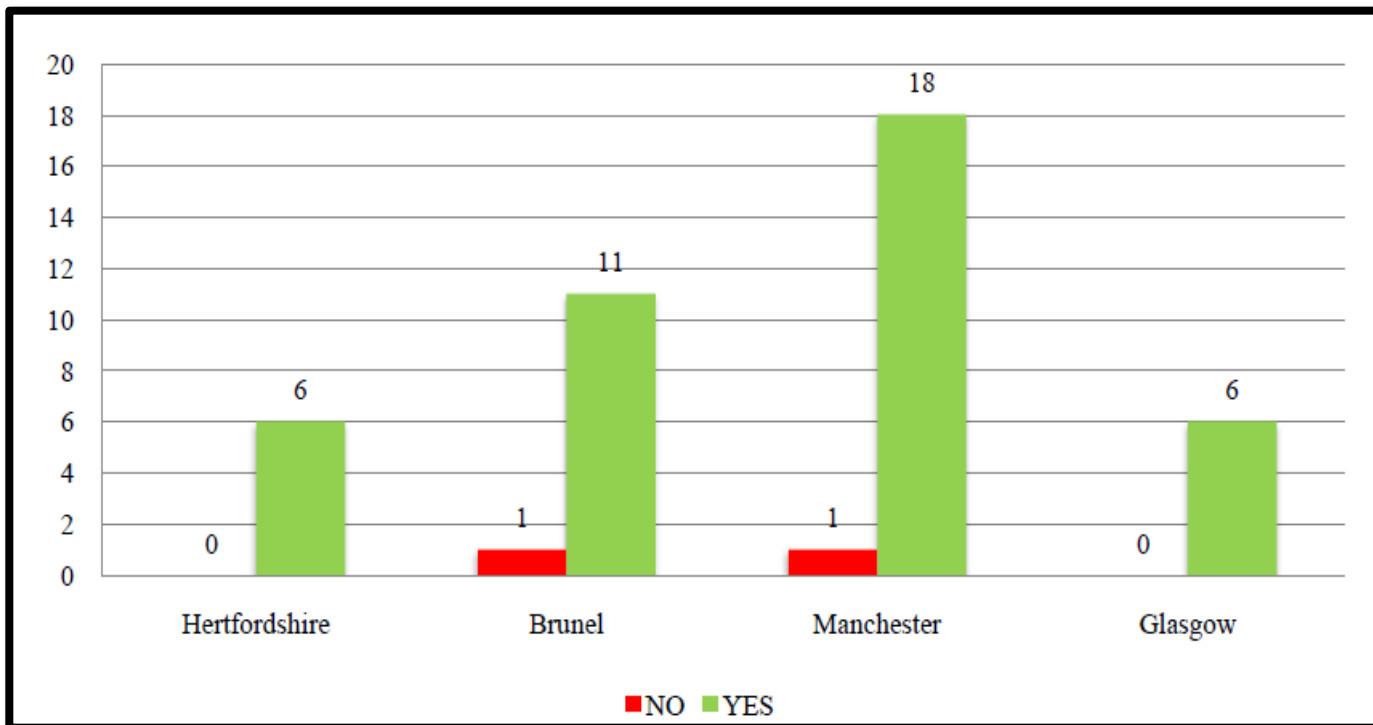
*'A wonderful opportunity for students from Pakistan to gain exposure to organizations in their own country' -
Waleed Ahmed, University of Brunel*



On being offered an internship by Surridge & Beecheno at the fair;

"I'm so happy, this is exactly what I wanted to do. I'm extremely grateful to the British Council and everyone for organising this"- Sadia Fayyaz, a law student from the **University of Sterling**.

Would you recommend friends to attend the fair next year?



Source :*Impact Assessment Report – SidatHyder Morshed Associates*

Employer's directory

- The employer's directory is ready and can be handed over straight away. It has complete details of over 80 key Pakistani employers who recruit students with International qualification. This is on sale for GBP 350.

CONTENT

- General information about the top employer's
- Ways analyzed through which fresh graduates are hired
- Preferred modes of advertisements
- Various steps in the hiring process
- Detailed information of key employer's
- Methods to short list candidates
- Salary ranges according to the level of UK education achieved

Career counsellors' symposium 2012

Purpose:

- The Symposium aims at providing an opportunity of professional development to career counsellors'; it is also an opportunity for them to network with colleagues from across Pakistan in order to share best practices as well as challenges. The two days symposium will be attended by some of the prominent names from the education and corporate sector in Pakistan
- Amongst the speakers/trainers are professional in career counselling, psychologists, business entrepreneurs as well leading academics. Both days will be packed with productive and exciting opportunities for professional development through interactive and innovative sessions on a variety of topics as well as moderated discussions on pressing issues around counselling, career guidance and education. Representatives from top UK universities will also be attending the event
- The symposium will provide the participants an opportunity to develop and gain knowledge essential in their field. They will also be able to develop networks with their colleagues from across the country and abroad

The nature some of the topics covered are:

- Harvesting Technology to address the national educational challenges.
- Opportunities and Challenges in the Education Sector in Central South Asia
- What do employers look for in a candidate when hiring? The importance of specialist vocational training in job market ?
- Academic Linkages & Research Collaboration
- Transnational Educational Programmes: a paradigm for the future



Research: Employability Trends



SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

An Update on the India Market: Opportunities and Issues

Suchita Gokarn

Head of Services for International Education Marketing, British Council
India

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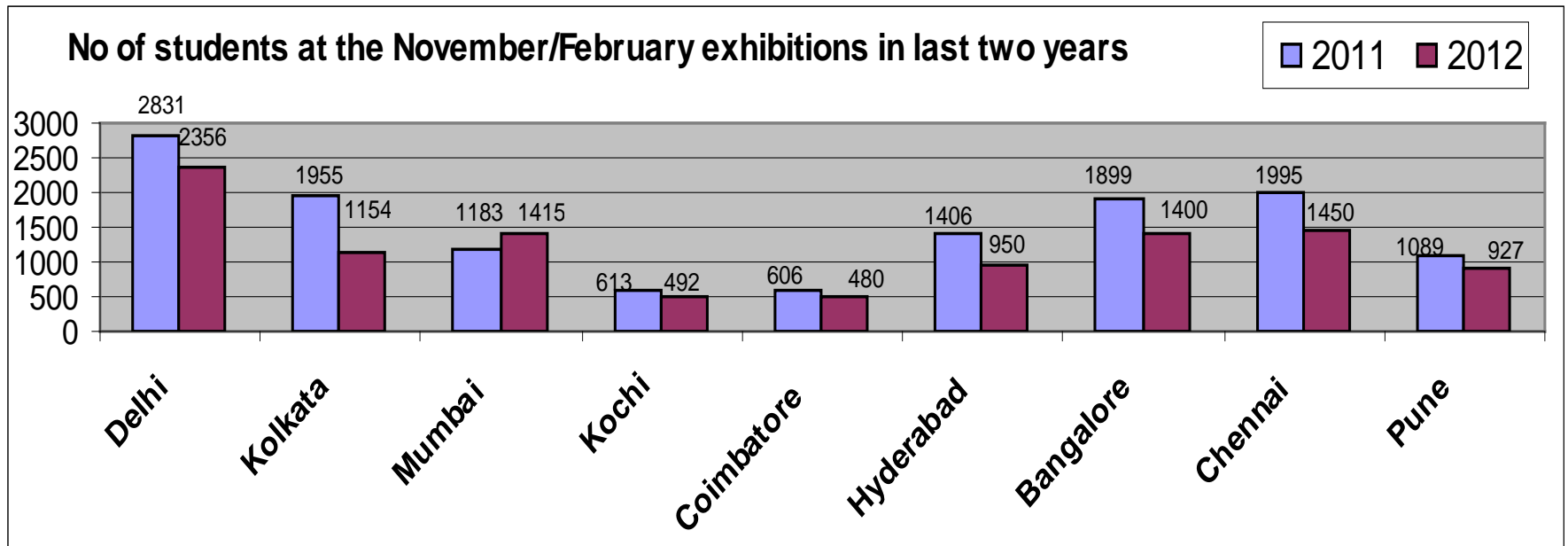
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What's happening in the India Market

- New HRD minister post shuffle in parliament
 - Dr M M Pallam Raju
- FEP bill still to be tabled
- FICCI HE summit Nov 2012
 - Promote stronger international alliances
 - 11th plan funding 85,000 Cr rupees available but only 39,600 Cr rupees used
 - 12th plan 53,200 Cr rupees
- British Council working on future trends in education to put together an education strategy to position India at the forefront: Lynne Heslop

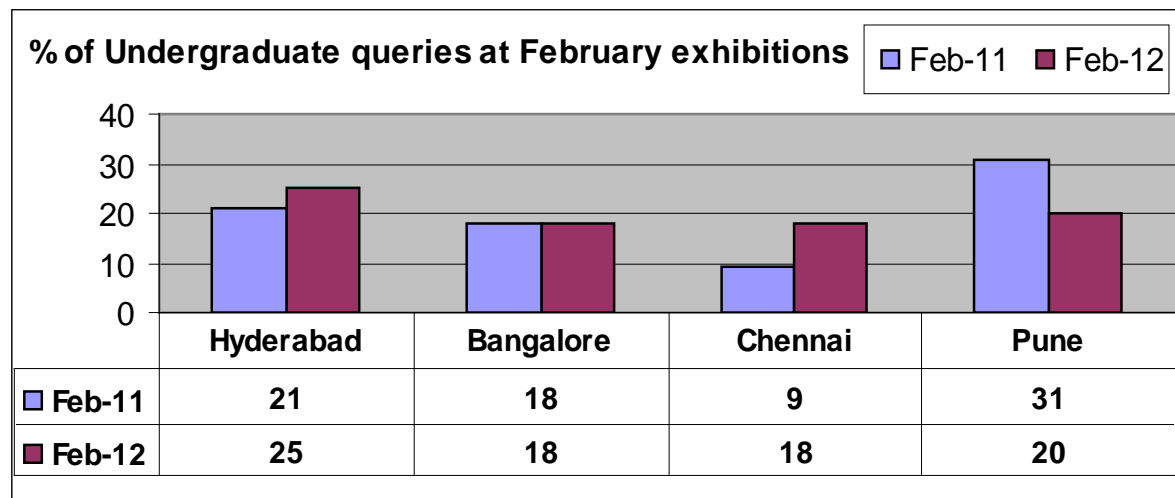
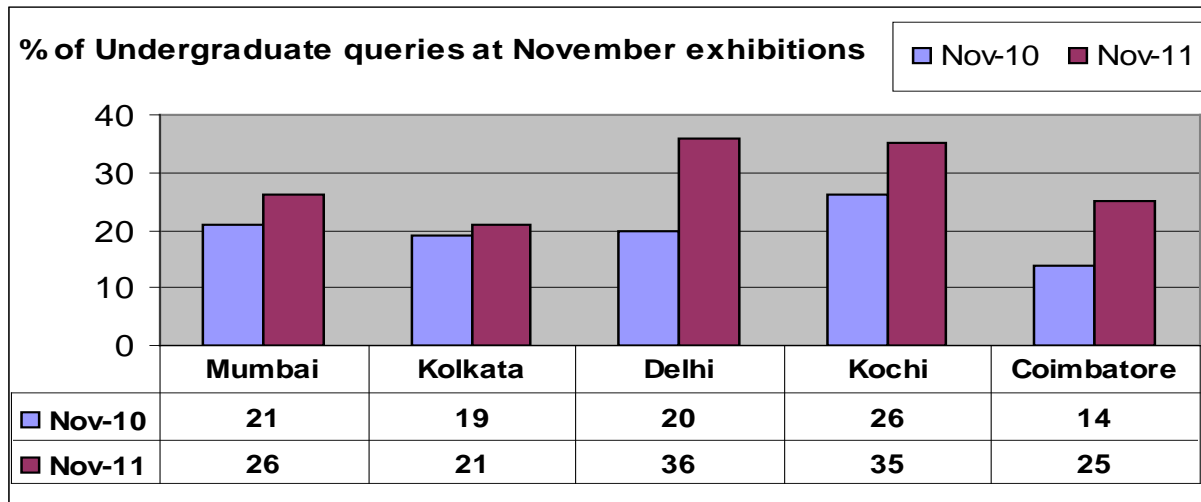
What's happening in the India Market

- Footfalls to events are steady: Education UK Exhibitions



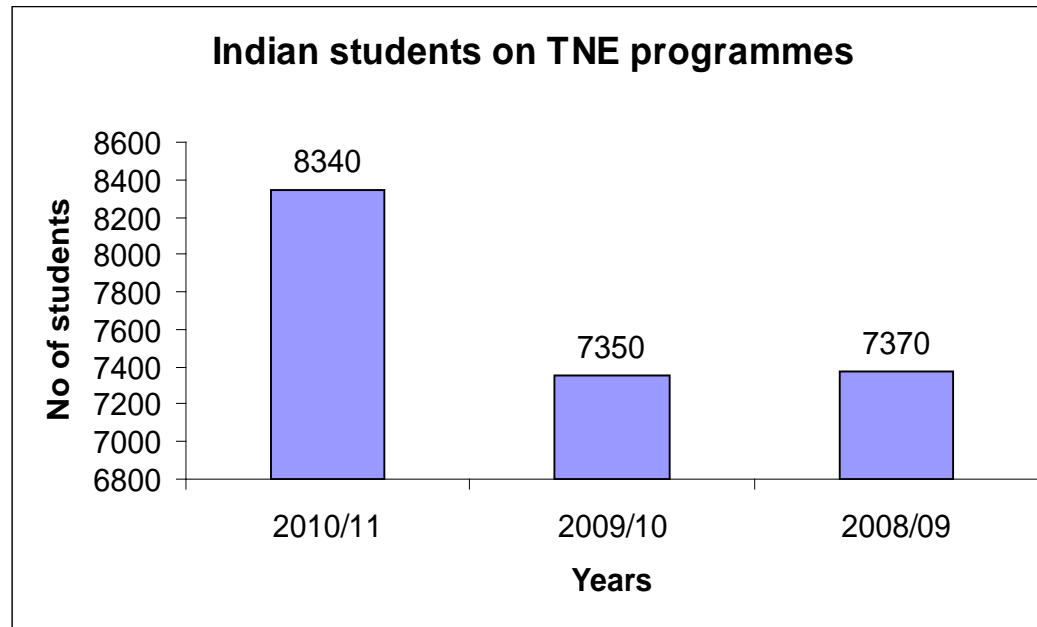
What's happening in the India Market

- Undergraduate enquiries are on the rise



What's happening in the India Market

- Indian Students on TNE programmes on the rise



What's happening in the India Market

- Competition
 - US enrolment numbers on the decline
 - Australia student visa numbers on the decline as well
 - Germany on the rise: enrolments from India up by 24% in 2011. Introducing blue card for international students, giving them a right to work and settle
 - Canada on the rise: wants double its student numbers by 2020. Most favoured destination at the moment due to its immigration policy
 - Ireland slowly making in-roads into India though enrolments are tiny

Country	No of Indian students			% increase/decrease over last one year
	2009-2010	2010-2011	2011-2012	
USA	104897	103895	100270	-3.50%
Australia	80331	50980	38029	-25.40%
Canada	5705	11735	12049	2.70%

What's happening in the India Market: Issues

- One year masters' recognition
 - The British Council is a part of a task force which has been set-up to work with the Indian Government and Universities UK to resolve this issue and a mapping exercise of UK masters programmes as part of this has been done.
- Changes to the PSW
 - Encourage UK institutions to make contact with local employers/alumni for work placements
- Issues with recognition : London Metropolitan University

What can BC SIEM India do for you: Opportunities

- Schools Mission
 - Visits to schools across India offering international curriculum
 - Focussing on UG recruitment
- UK in city
 - Visit to schools/HE institutions across 2nd/3rd cities in India with upwardly mobile middle class population
 - Focussing on UG/PG recruitment
- Knowledge Based Seminars
 - Visit to HE Institutions across India
 - Focussing on relationship building (research/curriculum dev/academic exchanges)

What can BC SIEM India do for you: Opportunities

- Exhibitions: Emerging Market Campaign, F2F and Virtual
- Consultancy projects
 - Subject specific or generic
- Face to face briefings for UK HE institutions
- Tailor made solutions for HE institutions for marketing and promotion
 - Web advertising
 - Emailers
 - Print adverts in local media

UK preferred for higher studies despite law change

Indian students aspiring for higher studies in the United Kingdom are no longer the stereotypical engineering or law science degree aspirants. Today, they vary from sportsmen looking for specific courses in their fields to law students. According to Mr John Bevan, senior international officer at the university of Sussex.

Addressing the inaugural UK Education Fair over the weekend in New Delhi, he said over the years students from India had shown interest in a variety of courses in the UK and had benefited from them immensely. Most students who passed out of the University of Sussex had landed good jobs. "We recently conducted a survey a month after students complete a course and we provide indication that a total 95 per cent have landed



Students at the British Council Education UK Exhibition 2012 at Residency Hotel on Friday. (C)

UK tries to reassure students on visas

As for a post-work visa, Sir Bevan had this to say, "While we have closed down the arrangement under which foreign students could stay in the United Kingdom to work in low-paid jobs, we have deliberately retained the ability for Indians and others to work in the UK after study provided they secure a graduate level job over 20,000. You can stay and work in the UK for at least three years with the possibility of an extension for a further three."

As for a post-work visa, Sir Bevan had this to say, "While we have closed down the arrangement under which foreign students could stay in the United Kingdom to work in low-paid jobs, we have deliberately retained the ability for Indians and others to work in the UK after study provided they secure a graduate level job over 20,000. You can stay and work in the UK for at least three years with the possibility of an extension for a further three."

No better time to study in the U.K., say experts

At other international options the British Council has set up a comprehensive website aimed solely at the Indian student community with a searchable course database of more than 650,000 courses, information on visa procedures, scholarship information and advice for potential students and their families.

"To say that the "United Kingdom no longer wants foreign students" is wrong, said the high commissioner. "We are committed to

CLIPPING EXHIBIT: Students interacting with a university representative at the British Council's Education UK exhibition in New Delhi on Friday. (C)

UK CALLING



Students at the British Council's Education UK Exhibition 2012 at Taj Bengal on Monday. Thirty-seven UK universities covering different streams were present at the fair to guide students and their parents on the right courses, fee structure, scholarships and campus environment. Some of the participating universities were University of East Anglia, University of the Arts London, Cardiff University, University of Leeds, The University of Birmingham and King's College London. Academicians from various institutes spoke on engineering, law, business management and student visas. Picture by Rashbehari Das



இங்கிலாந்தில் உயர் கல்வி தொடர்பாக கேள்வியை செரிப்பதென்பது நோக்கத்தில் வெள்ளிக்கிழமை தடைபெற்ற கண்காட்சியில் தங்கள் பல்கலைக்கழக வாழிகள் மற்றும் கல்வித் தரம் குறித்து மனவாங்கியும் வினாக்கள் கேட்ட பல்பால்களும் பேசினர்.



ബ്രിട്ടീഷ് കൗൺസിൽ കോയമ്പത്തൂരിൽ നടത്തിയ എജ്യൂക്കേഷൻ യുക് പ്രദർശനം ജോയൻ ബാരി ഉദ്ഘാടനം ചെയ്യുന്നു.



ബ്രിട്ടീഷ് കൗൺസിൽ കോയമ്പത്തൂരിൽ നടത്തിയ എജ്യൂക്കേഷൻ യുക് പ്രദർശനത്തിൽ നിന്ന്.

എജ്യൂക്കേഷൻ യുക് പ്രദർശനം നടത്തി

കോയമ്പത്തൂർ ബ്രിട്ടീഷ് കൗൺസിൽ അവിനാശി റോഡ് ഹോട്ടൽ സെമിനാർ സീയിൽ എജ്യൂക്കേഷൻ യുക് പ്രദർശനം നടത്തി. ബ്രിട്ടീഷ് കൗൺസിൽ സർവീസസ് ഫോർ ഇന്ത്യയിൽ എജ്യൂക്കേഷൻ മാർക്കറ്റിങ് സൗത്ത് ഏഷ്യ ബിസിനസ് ഡവലപ്മെന്റ് മാനേജർ ജോയൻ ബാരി ഉദ്ഘാടനം ചെയ്തു. ബ്രിട്ടീഷ് നിയമസർവകലാശാലകൾ അടക്കം 22 വിദ്യാഭ്യാസ സ്ഥാപനങ്ങൾ പങ്കെടുത്തു. ബ്രിട്ടീഷ് നിലവിലുള്ള ബിരുദ ബിരുദാനന്തര കോഴ്സുകൾ, ഗവേഷണ പദ്ധതികൾ, ബ്രിട്ടീഷിലെ ജീവിത രീതി, സംസ്കാരം, വിദ്യാഭ്യാസ ചെലവ്, സ്കോളർഷിപ്പുകൾ തുടങ്ങിയവ സംബന്ധിച്ച വിവരങ്ങൾ പ്രദർശനത്തിൽ ലഭ്യമായിരുന്നു. സ്പുഡിന്റേ റിസ, അപേക്ഷിക്കാനുള്ള രീതി, ബിസിനസ് ആൻഡ് ഫിനാൻസ്, യുക്യിൽ താമസിച്ചുള്ള പഠനം എന്നിവയിൽ സെമിനാറുകൾ നടത്തി. ആയിരത്തിലധികം പേർ പങ്കെടുത്തു. യുക്യിലെ വിദ്യാഭ്യാസ മേഖലയിലെ ഉയർന്ന നിലവാരമാണ് ഇന്ത്യയിൽ നിന്നുള്ള വിദ്യാർത്ഥികളെ അങ്ങോട്ടുകർഷിക്കാനെന്നു ജോയൻ ബാരി അറിയിച്ചു.



EXPERT ADVICE British high commissioner to India James Bevan (right) and British Council director Rob Lynes interact with a student during an education fair at the British Council in New Delhi on Saturday. — BUNNY SMITH

Live and learn

A depreciating rupee isn't your biggest challenge, if you want to study abroad. It's what you learn outside the University that is the real deal



Asha Gurnani packs her bags for her second stint in the US, this time as a doctorate student at the University of Colorado

Reema Gehl
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The past few days wouldn't have brought a smile to your face, if you're looking to study overseas — a depreciating rupee, stricter visa norms, and stringent immigration and work policies have led to a 20 per cent drop in enrolments in US, UK and Australian universities from January to June 2012, as compared to last year. Yet, these aren't insurmountable problems.

Bandra-resident Ashita Gurnani would know. The 24-year-old, who left for the States in 2006 to study neuroscience at the College of Wooster, Ohio, found herself faced with other, more pressing issues.

this time to pursue a doctorate in clinical neuropsychology at the University of Colorado. *Mirror* gets her to give first-timers a lowdown.

YOU ARE NOT ALONE

To begin with, Gurnani says, don't get daunted by the task at hand, whether it is scouting for scholarships, getting acclimatised to a new culture or coming to terms with a different educational system. "You need to be patient, and keep motivating yourself. The one thing I've learnt is that you will meet others in a similar situation," she says.

Most Indian students have a pampered upbringing and tend to feel lonely in the first six months in a foreign university. "If you are looking to go abroad, acknowledge that

you have given up a sheltered life for an opportunity, which only a few receive. There's no point sitting alone in the room and moping," says Gurnani. "You have to go out and meet people. Attend the orientation meetings. That's where you'll meet most of your batch-mates."

Gurnani also has a word of advice for parents. Moms and pops need to be supportive as their children feel homesick. Clinical psychologist and trauma expert Seema Hingorany agrees. "Parents must understand that it takes time for anyone to get used to a new place. Hopping on to the next flight to mollycoddle your child isn't an option. Instead, encourage them to partake in different activities and keep themselves busy. It's best not to

SUCHITA GOKARN, HEAD EDUCATION PROMOTION (INDIA), EDUCATION UK, BRITISH COUNCIL, OFFERS A CHECKLIST

- » Keep in regular contact with your personal academic tutor/supervisor at your place of study and let him or her know about any problems you may have that affect your studies.
- » Punctuality and attendance are particularly important. Absence without a valid reason, like an illness, will be looked upon very seriously and may be

- reported to the UK Border Agency.
- » You should let your place of study know of any doubts you have about the relevance or level of your course of study before you depart for the UK. It is extremely difficult to make changes to your course, course level or extensions to the agreed period of study after your arrival, as the UK Border Agency some-

times does not permit them.

IF YOU'RE TROUBLED, SEEK HELP
Gurnani points out that most universities have support groups to help students cope with homesickness and emotional disturbance. There's a term for it — 'freshmen 15'. It's a well documented phenomenon, where new students are seen to put on 10 to 15 pounds during their first year at university due to stress-related eating. Compulsive shopping is a common problem, too.

"Here, parents need to step in and talk to their child, rather than pump money into their bank accounts to provide them immediate gratification," says Hingorany. The other problem that new kids on the block face is losing sight of the main reason they're there — to earn a degree. "You will meet all kinds of people, but you need to take a call on what you want to do. You have to learn to say no. Doing so makes others realise that you value your time and are ready to take tough judgement calls. And they will respect that," explains Gurnani.

STICK TO YOUR TIME TABLE

Time, is another crucial area to focus on. Foreign universities are particularly about class timings. Entering class late or miss deadlines isn't accepted. Gurnani says, "Unlike schools here, there are meetings with different tutors at different timings. You may have to work on a group project. So maintain a calendar and mark your appointments. It always helps to write things down. Support groups also help you manage your time, if you approach them."

Finally, don't let money, or the lack of it, hinder your dreams. Gurnani went for her undergraduate studies on a 75 per cent scholarship and pulled through the rest of her academic calendar using various endowment funds. "You have to be more involved as a student, and aim to excel in both, studies and extracurricular activities. As an international student, it is harder to get summer jobs and internships, so be prepared to do more than what an average American student does," she says.

Pushing yourself to move out of your comfort zone has tremendous benefits. You get to meet people from diverse cultural backgrounds. "My closest friend in my undergraduate programme was a Congolese girl. Over the years, my perceptions have changed. It's an experience I will carry with me," says Gurnani.

Education exhibition in city for youths aspiring to study in UK

TIMES NEWS NETWORK

Coimbatore: K Muruga Jyothi from RS Puram was at a hotel on Avinashi Road to explore doctoral study options in the United Kingdom. She was among several youths who thronged the hotel to attend an education exhibition organized by the British Council to canvas education opportunities in the UK and interact with aspiring students.

"Our focus is to maintain a cultural link for international students. For example, many institutions in the UK organize Diwali celebrations," said Joan Barry, business development manager, South Asia.

Joan said the number of students from Indian cities including Coimbatore, seeking opportunities to pursue higher studies in the UK is on the rise. There are 5,00,000 international students presently enrolled in various universities and 6,00,000 students are pursuing English language courses in United Kingdom. "We get the maximum students from China, fol-



OPTIONS GALORE: Representatives of as many as 20 educational institutions from the UK had set up stalls at the exhibition. Separate sessions were held to highlight the advantages of pursuing higher education in the UK

lowed by India," she added. Several new training schemes are also being planned to ensure better recruitment rates from India, Joan said. Representatives of as many as 20 educational institutions from the UK had set up stalls at the exhibition. Separate sessions were held to highlight the advantages of pur-

suing higher education in the UK. "We also have several scholarship schemes for students to ensure that educational expenses do not become a burden to them," Joan added. The youths are also given a talk about the procedures involved in applying for student visas to the UK.

വിദ്യാർത്ഥികൾ അടുത്തറിഞ്ഞു, യു.കെ.യിലെ പഠനസാധ്യതകൾ

കോയമ്പത്തൂർ: യൂറോപ്യൻ യൂണിയൻ ഫുറോത്തുളള രാജ്യങ്ങളിൽനിന്ന് 1,30,000 വിദ്യാർത്ഥികൾ...

അതിൽ 30,000 പേർ ഇന്ത്യയിൽനിന്ന്. യു.കെ.യിലെ വിദ്യാഭ്യാസസാധ്യതയെപ്പറ്റി അറിയാതെത്തന്നെ വിദ്യാർത്ഥികളിൽ അധികവും ഈ കൺസ്യൂകൾക്കു് അനുസൃതം. പിന്നെ ഇന്റിനൽ പഠനം എന്ന സ്വല്പം അകലെയല്ലെന്ന് പ്രതിക്ഷയേറി.

ഇന്റിനൽ കൺസിലിന്റെ ആഭിമുഖ്യത്തിലാണ് യു.കെ.യിലെ വിദ്യാഭ്യാസസാധ്യതകൾ പരിചയപ്പെടുത്തുന്നതിന് വിദ്യാഭ്യാസവുമുദേശം സെമിനാറും സംഘടിപ്പിച്ചത്. യു.കെ.യിലെ 20 സർവകലാശാലകൾക്കു കീഴിലെ 77 സ്ഥാപനങ്ങളിൽ നിന്നായി 120 പ്രതിനിധികളാണ് പരിപാടിയിൽ പങ്കെടുത്തത്. റെസിഡൻ്റ് ഫോട്ടുലിൻ്റെ അതിരടന പരിപാടിയിൽ നിരവധി വിദ്യാർത്ഥികളും രക്ഷിതാക്കളും പങ്കെടുത്തു.

വിദ്യാർത്ഥി വിസ, വിവിധ കോഴ്സുകൾ, പഠന-ജീവിതച്ചെലവുകൾ എന്നിവ വിശദമാക്കുന്ന സെമിനാറുകളും നടന്നു. പരിപാടി ഇന്റിനൽ കൺസിൽ സർവീസസ് ഇൻ്റെ ഇൻ്റർറാഷണൽ എഡ്യൂക്കേഷണൽ മാർക്കറ്റിംഗ് സൗത്ത് ഏഷ്യ സെമിനാർസ് ഫോറംപലംതീർത്ത് മാനേജർ ജോയന്തബതി ഉദ്ഘാടനം ചെയ്തു.

യു.കെ.യിലെ വിദ്യാഭ്യാസസാധ്യതകളെപ്പറ്റി കോയമ്പത്തൂരിൽ നടത്തിയ പ്രദർശനം.

No need to worry about new visa regime: UK to India

MUMBAI: The United Kingdom (UK) is a welcoming country and Indian students have no reason to be concerned about the change in the visa regime, officials of the British Council said at a press meet on Wednesday.

The day-long Education UK Exhibition was in the city on Wednesday. "We have been trying to crack the myth that changes have made the UK less welcoming," said Sam Harvey, director (West India) at the British Council.

"Students can work after studying if it is a graduate level job," he added.

There had been some concern about changes to the post-study work visa that became effective in February, however, students will be able to stay on if they get a job of a certain level.

HTC

കോമ്പയിൽ യു.കെ. കൺസിൽ

കോമ്പയിൽ, യു.കെ. കൺസിൽ സംഘടിപ്പിച്ച വിദ്യാർത്ഥികൾക്കു് അറിയാതെത്തന്നെ വിദ്യാർത്ഥികളിൽ അധികവും ഈ കൺസ്യൂകൾക്കു് അനുസൃതം. പിന്നെ ഇന്റിനൽ പഠനം എന്ന സ്വല്പം അകലെയല്ലെന്ന് പ്രതിക്ഷയേറി.



യു.കെ.യിലെ വിദ്യാർത്ഥികളെപ്പറ്റി കോയമ്പത്തൂരിൽ നടത്തിയ പ്രദർശനം.

Questions