



INTERNATIONAL EDUCATION SERVICES

Market sentiments towards the UK in the Indian market
April 2020

<https://education-services.britishcouncil.org>

Agenda

- **Covid19 update – key Government decisions, examinations and more**
- Coverage of the UK and international students in the Indian media
- What are Indian students thinking - headlines from student survey
- Key questions from agents and counsellors
- Communication – how should you engage in the market?
- Covid19 response from the British Council in India
- Q&A

Covid19 in India – quick update

- Lockdown extended till 3 May with partial relaxations for essential services from 20 April 2020
- 170 districts across several States identified as hotspots and may extend further
- Limited and phased vehicular movement to begin in some states
- Travel restrictions continue for commercial domestic and international flights till 3 May. Cargo flights will operate.
- All visas to India suspended with exceptions for diplomats and other officials



Covid19 in India – quick update cont.

- 7 member committee formed for Covid19 contingency plan for higher education sector - alternate academic calendar, ways to conduct exams, vacation and result schedules.
- Use of SWAYAM has tripled
- Most college and university exams currently stand postponed. Except, Kerala may start university exams from 11 May
- Online examinations ruled out by UGC. Final year examinations prioritised.
- Exploring possibilities of smaller classes, increased importance on hygiene, mental health and student support



Covid19 in India – quick update cont.

- Final year ICSE and CBSE school examinations postponed indefinitely. Cambridge exams at grade 12 cancelled
- Currently many schools and colleges have started classes online to varying degrees of success
- Online education expected to become important in India – articulated in the NEP though employer perceptions can be a challenge
- Education loans – tighter terms are expected but is there a silver lining?



Agenda

- Covid19 update – key Government decisions, examinations and more
- **Coverage of the UK and international students in the Indian media**
- What are Indian students thinking - headlines from student survey
- Key questions from agents and counsellors
- Communication – how should you engage in the market?
- Covid19 response from the British Council in India
- Q&A

“Plans to study in foreign universities put off”

Date: 12 March 2020

Media: Times of India

“India is the second largest sender of students to countries around the world. But admits for a blue-chip MBA or a cutting-edge programme on quantum computing mean nothing as candidates are unclear if campuses will open for the new academic year. Requests are going out from India seeking extension of fee payment deadlines.”

The screenshot shows a news article from the Times of India (TOI) dated March 12, 2020. The article title is "Desi students put off foreign univ plans". The main text discusses how Indian students are postponing their admission to foreign universities due to the COVID-19 pandemic. It mentions that India is the second largest sender of students to foreign countries and that many students are seeking extensions for fee payment deadlines. The article also features a sidebar with social media sharing options (Facebook, Twitter, LinkedIn, Pinterest) and a search bar at the top. There are also advertisements for student loans and a "Make your own face mask" campaign.

“UK eases visa norms”

Date: 16 March 2020

Media: Hindustan Times

“The Boris Johnson government has eased visa norms for Indian and other non-EU students and professionals who are in the country in view of the coronavirus challenge, while many British tourists have cancelled their trips to India.”

<https://education-services.britishcouncil.org>

ht india cities coronavirus #WFHLife opinion world cricket entertainment education trending videos tech podcasts health ...

UK eases visa norms as India bans travel from UK over coronavirus outbreak

The Home Office said Indian and other international students and professionals with work visas may be prevented from attending their studies or employment due to illness and the need to serve a period of quarantine or the inability to travel due to travel restrictions caused by coronavirus.

WORLD Updated: Mar 16, 2020 23:06 IST

Prasun Somwalkar
Hindustan Times, London



Student visas are tied to teaching and universities are obliged to report any absences by visa holders to the Home Office. (AFP)

© 2018 British Council. All rights reserved.

“UK extends work visas for Indian doctors”

Date: 1 April 2020

Media: First Post

“The UK government on Tuesday confirmed that foreign doctors, including from India, whose visas are set to expire before October this year will get an automatic extension for one year as they battle the coronavirus pandemic for the country’s National Health Service (NHS).

The extension, announced by UK Home Secretary Priti Patel, will apply to around 2,800 migrant doctors, nurses and paramedics employed by the NHS whose visa is due to expire before 1 October.”

Coronavirus Outbreak: UK extends work visas by one year for Indian, foreign doctors

Press Trust of India Apr 01, 2020 13:37 PM IST



London: In a relief to foreign doctors, including from India, whose visas were set to expire in October this year, the UK government has extended the deadline by one year amid the country’s fight against the coronavirus pandemic.

The UK government on Tuesday confirmed that foreign doctors, including from India, whose visas are set to expire before October this year will get an automatic extension for one year as they battle the coronavirus pandemic for the country’s National Health Service (NHS).

The extension, announced by UK Home Secretary Priti Patel, will apply to around 2,800 migrant doctors, nurses and paramedics employed by the NHS whose visa is due to expire before 1 October.



Representational image. PTI

“Doctors, nurses and paramedics from all over the world are playing a leading role in the NHS” efforts to tackle coronavirus and save lives. We owe them a great deal of gratitude for all that they do,” said Patel.

[Click here to follow LIVE updates on coronavirus outbreak](#)

“I don’t want them distracted by the visa process. That is why I have automatically extended their visas – free of charge – for a further year,” the Indian-origin minister said.

The free of charge extension will also apply to their family members, demonstrating how valued overseas NHS staff are to the UK, the Home Office said.

To get more doctors and nurses on the frontline, the restriction on the amount of hours student nurses and doctors can work in the NHS has also been lifted.

“Covid-19 vs UK: £7 billion at risk if Indian, other students stay away”

Date: 13 April 2020

Media: Hindustan Times

“The number of student visas granted to Indians in the year ending 2019 had almost doubled from the previous year (up 93 per cent to 37,540), the Home Office announced on February 27, spreading cheer among stake-holders..”

Home / World News / Covid-19 vs UK: £7 billion at risk if Indian, other students stay away

Covid-19 vs UK: £7 billion at risk if Indian, other students stay away

Unions and university officials have sought a rescue package from the Boris Johnson government to ensure the survival of centres of higher education, some were facing major financial challenges before the coronavirus hit the sector.

WORLD Updated: Apr 13, 2020 12:17 EST

Praveen Samwalkar
Hindustan Times, London



A sign indicating a Coronavirus Pod is seen outside the London University College Hospital, in London. (AP)

- Less than five months ago in February end, British education and other officials were hailing the spike in the number of UK student visas issued to Indians, but now despair that many will not arrive, come September, putting billions of pounds in income at risk.
- Unions and university officials have sought a rescue package from the Boris

“Foreign education plans of Indian students go for a toss”

Date: 16 April 2020

Media: MoneyControl

“Naveen Chopra, Chairman of overseas education consultant The Chopras said, "We are anticipating that July intake for Australia and New Zealand will not happen. When it comes to the September intake for institutions in US, UK, Canada and Europe as well, it is very unlikely to happen. Physical intake of campus will only be from January 2021.”

<https://education-services.britishcouncil.org>

Last Updated : Apr 16, 2020 08:20 PM IST | Source: Moneycontrol.com

Coronavirus pandemic | Foreign education plans of Indian students go for a toss

Indian students are cancelling their plans due to shutdown of college campuses across the world and uncertainty related to resumption of physical classes.

M Saraswathy
@msaatalks

WhatsApp Facebook Twitter LinkedIn

Open Online Demat Account with Zero Brokerage
Delivery: Zero Brokerage, Intraday: Rs 15 per Order, Margin: 25 Times

Sponsored

Listen to the Audio Version of the Article
04:29 Powered by Tinify Audio

Sourabh Panigrahi had been nurtured his 'American education' dream for the past five years. In 2020, he was hoping to join a technology institute in the US. But the COVID-19 outbreak has forced him to drop his plans.



Image: Pixabay

“I will opt for an Indian engineering school because things are uncertain with studying abroad right. Even if classes begin online, what is the guarantee that things will resume soon? And the joy of studying abroad is to be at the campus and experience college life there,” he said.

▶ Darshan Raval Bhula Dunga

STOX KART
Profit: 10% to 15%
Brokerage: 10%
Delivery: Zero Brokerage
Intraday: Rs 15 per Order
Margin: 25 Times

Sponsored

© 2018 British Council. All rights reserved.

“91% Indian students want to continue studying abroad”

Date: 20 April 2020

Media: India Today

“Canada and the UK ranked among the most trusted international healthcare systems by Indian students.... The study found that UK was the most preferred study destination for Indian students. 76% students surveyed were planning to go ahead with their education abroad in the next 6-10 months and 25% of the students weren't aware of the contingency measures taken by universities.”

<https://education-services.britishcouncil.org>

“Upon learning about such measures, overall 91% were convinced to revert to their original plan of studying abroad in the next 6 to 10 months,” says Akshay Chaturvedi.

4. More than 70% of the students prefer an international healthcare system. Canada and the UK ranked among the most trusted international healthcare systems by Indian students followed by US, India, Germany, Sweden and Finland.

5. 76% of the surveyed students are headed for post-graduate programmes, while the remaining 34% are in the undergraduate category.

6. The study found that UK was the most preferred study destination for Indian students. It got 28% of the votes. Australia, Germany and France are the other top choices voted by 20% students.

7. Canada and US are close second choices to study abroad with 15% and 18% votes respectively.

“With more measures coming in place including 24x7 student helplines, this number can go higher up,” says Akshay Chaturvedi.



© 2018 British Council. All rights reserved.

Lots of reports on Indian students being stranded

- **‘Stay where you are’**: SC tells Indians stranded abroad: Hindustan Times
- Coronavirus lockdown: Karnataka students in UK **seek urgent evacuation**: Deccan Herald
- **Thousands of Indians stranded overseas** are disheartened as govt. refuses to lift passenger ban: The Hindu, The Quint
- Diaspora groups rally to **help Indians stranded in UK**: Hindustan Times
- **Indian students stranded in UK urge Modi** for rescue flight: PTI
- **Indian mission in the UK working closely to help stranded countrymen** amid virus outbreak: The New Indian Express
- **It's getting worse: Indian students stranded** in UK seek to return home as Covid-19 toll goes up: India Today
- Boris Johnson hospitalisation leads to prayers from diaspora, but **stranded students grow more worried**: Times of India

UK and international students in Indian media - summary

Local media mainly focused on:

- Plight of Indian students stranded in the UK
- Positive coverage of the UK's announcement on extension of visas for doctors and nurses
- Coverage of Indian doctors requesting PM Johnson to remove “unfair and discriminatory” health surcharge
- Stories on Indian students due to begin their studies in the UK but with delays in the exam schedule may find it difficult
- Coverage on Indian students getting evicted by landlords in the UK due to lack of money
- Positive story on UK's free Covid19 testing service available to Indian students

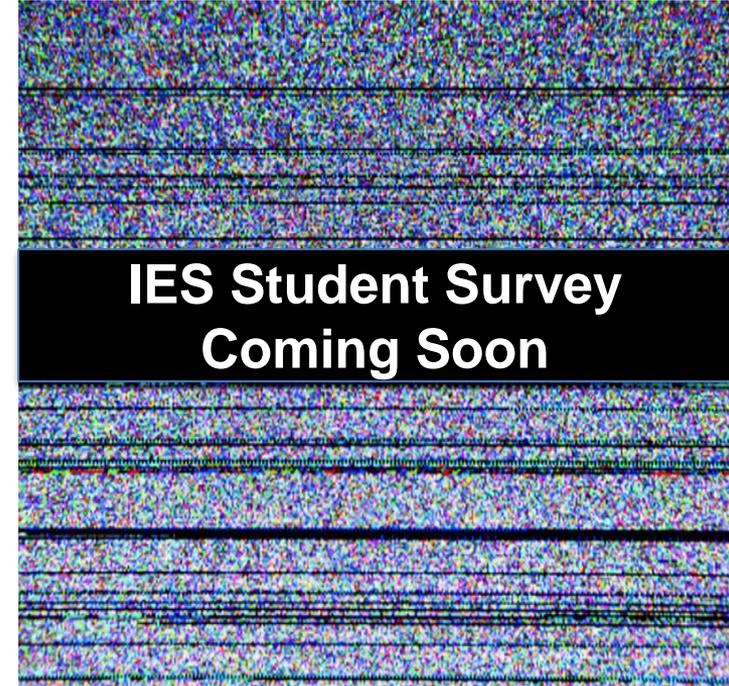


Agenda

- Covid19 update – key Government decisions, examinations and more
- Coverage of the UK and international students in the Indian media
- **What are Indian students thinking - headlines from student survey**
- Key questions from agents and counsellors
- Communication – how should you engage in the market?
- Covid19 response from the British Council in India
- Q&A

Let's cut through the noise - headlines from the student survey

- Survey of prospective overseas students in India conducted from 31 March to 17 April
- In total, we received 885 valid responses from India at different points in the student journey
- With only 39% applied already, confirms our general experience that students from India tend to apply at later dates than their Chinese counterparts
- Among those who have already applied to study abroad, 43% in India said that they are 'not at all likely' to change their plans



Headlines from the student survey cont.

- Those from India were notably less likely to say that they would stay in their home country if changing plans
- The UK and Canada were the most popular overseas alternatives
- 67% respondents from India indicated strong concern over health and wellbeing and personal safety
- 57% Indian respondents 'very concerned' about finances, compared to 40% in China.



Agenda

- Covid19 update – key Government decisions, examinations and more
- Coverage of the UK and international students in the Indian media
- What are Indian students thinking - headlines from student survey
- **Key questions from agents and counsellors**
- Communication – how should you engage in the market?
- Covid19 response from the British Council in India
- Q&A

Perceptions and questions from agents and counselors

- Students keen to study abroad but waiting till June to take decisions for UK. USA applications deferred
- Students are hesitant about online classes. How will the UK respond?
- GIR still enticing but students need more details
- Concerns about finding a job in the UK in post-Covid 19 market



Questions from agents

ADMISSIONS:

- Will admission dates be extended (and not cancelled)? How flexible will UK HEIs be?
- Will conditional offers be made to students since exams are postponed?
- How will UK universities plan in post-covid 19 intake of overseas candidates?
- Will UK HEIs prepare learning resources and webinars to brief students on studying in the UK as well as engage with them?
- Will UK HEIs offer 100% scholarships on online/ distance courses?



Questions from agents

FINANCE:

- Is there a clear policy on refunds of deposits in case the COVID situation does not improve or if the student does not wish to/ allowed to travel to the UK for safety issues?
- Will you offer more time to pay deposits or sign acceptances?
- Any relaxation in fees if they intend to start with online classes?
- Any plans to decrease the tuition fees because of the financial stress caused by Covid 19?
- Will there be a requirement to pay pending fees for the current academic year?



Questions from agents

ENGLISH TEST

- Are UK HEIs thinking of alternatives for IELTS as most students can't appear for the test?
- How will a possible lack of language proficiency tests affect admissions of Indian students?
- Will Duolingo be acceptable for English proficiency?
- Will you waive IELTS English?



Questions from agents

STUDENT SUPPORT

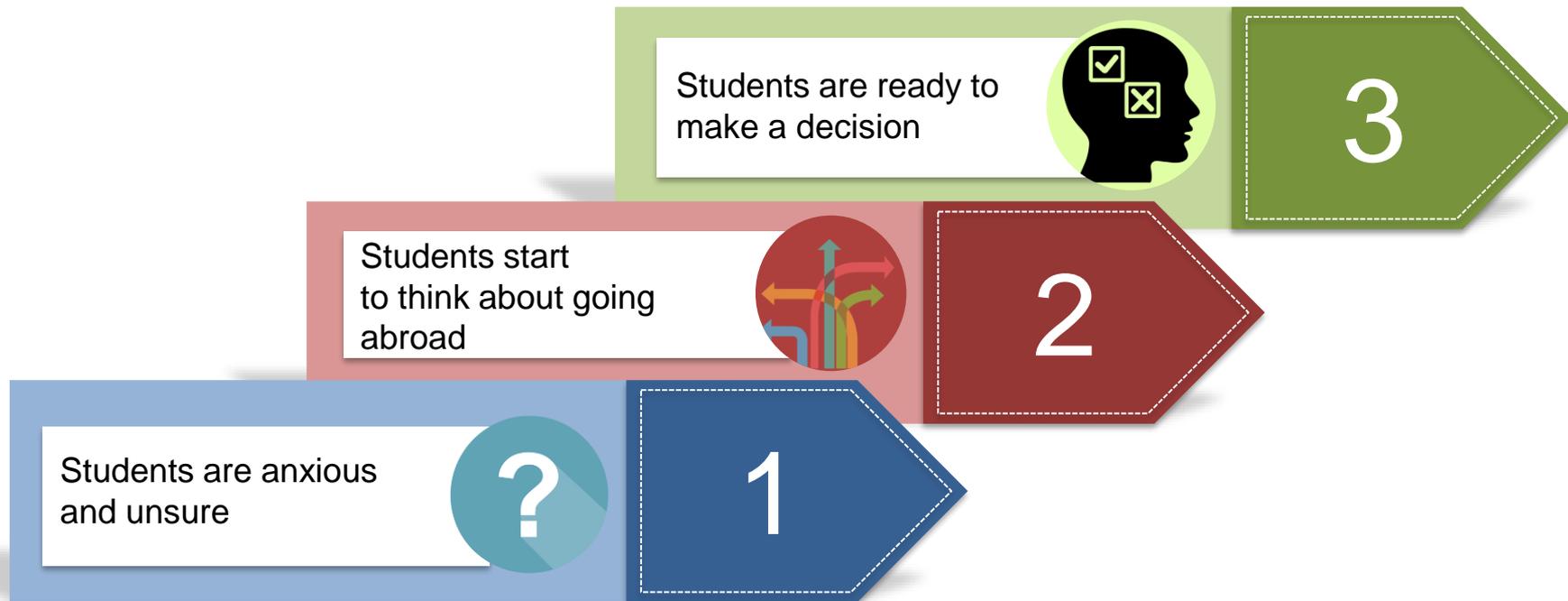
- What efforts are UK HEIs making to support current students who chose not to return home?
- How will current students in the UK finish their degree?
- How robust is online education in UK Universities? How employable will it make students in India?
- How are food, health and other needs being taken care of for Indians in the UK?



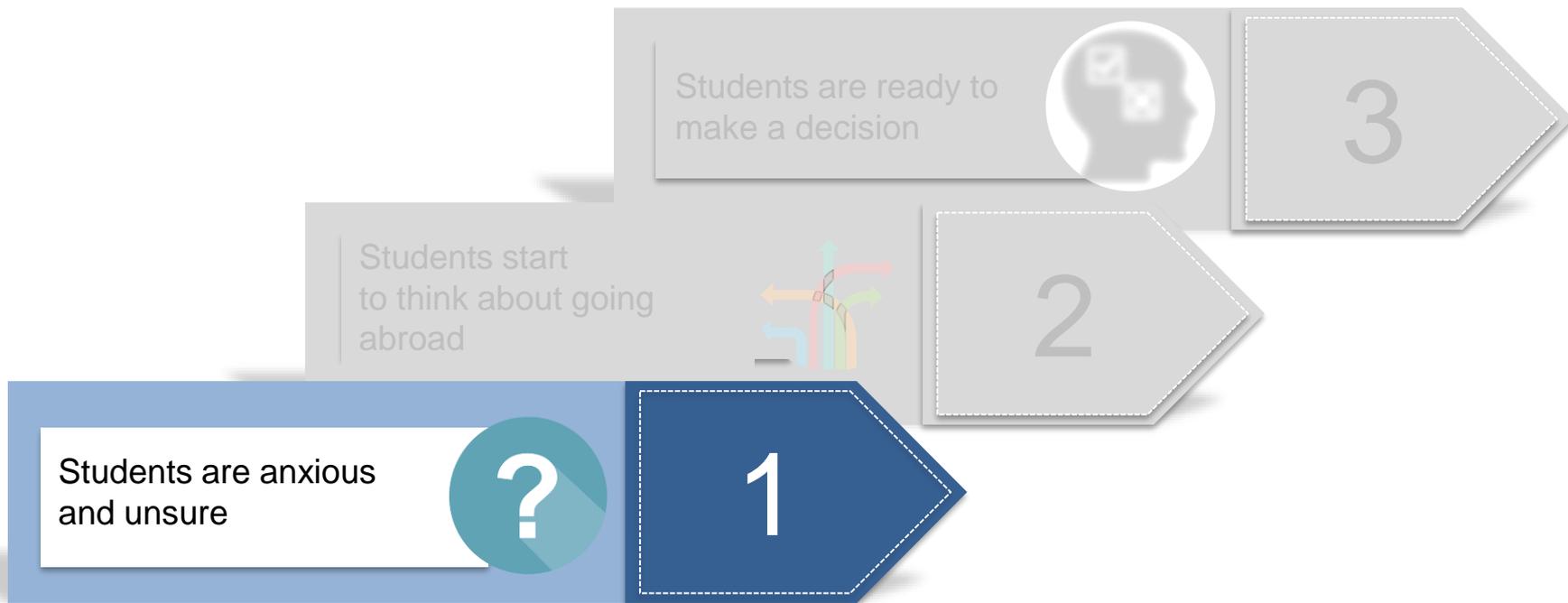
Agenda

- Covid19 update – key Government decisions, examinations and more
- Coverage of the UK and international students in the Indian media
- What are Indian students thinking - headlines from student survey
- Key questions from agents and counsellors
- **Communication – how should you engage in the market, the 3 stages**
- Covid19 response from the British Council in India
- Q&A

3 stages of engaging in the market



3 stages of engaging in the market



3 stages of Covid19 responses to Indian students:

Stage 1

Students are anxious and unsure

When?

Current scenario

Do

Provide transparent updates, engage through live online interactions, communicate and be present, share your Covid 19 responses, how are you taking care of current Indian students in UK?

Don't

Promote aggressively, leave students hanging, deny the obvious challenges, only point to the website as default



Bharat Padhe Online : Intensifying Online Education!

Log into Twitter and share your innovative ideas to boost e-Learning in India using **#BharatPadheOnline**. Tag **@HRDMinistry** and **@DrRPNishank** to notify us about your responses

OR

You can also email your suggestions at **bharatpadheonline.mhrd@gmail.com**

Hurry: Entries valid only till 16th April



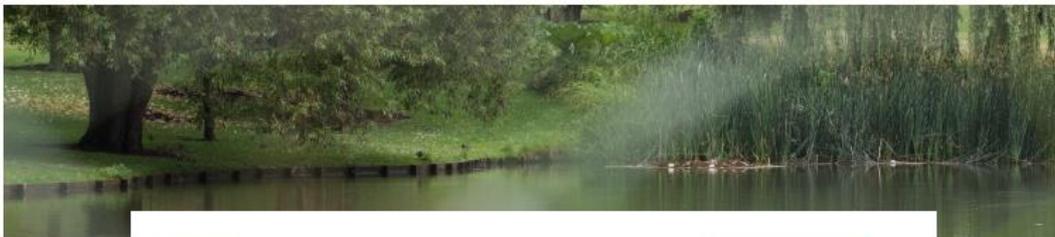
Download the Aarogya Setu App developed by MOHF&W. **Stay Safe! Study Well!**



Latest Events Press Release Notifications

- [COVID-19: Vice Chancellor's Message to Alumni](#)
- [Vice Chancellor appeals to get United Against Corona](#)
- [Filling up of Online Examination Form](#)
- [Extension of closure of University due to COVID 19 till 03 May, 2020](#)
- [Counselling Services](#)
- [Notice for Hostel Residents](#)

CORONAVIRUS

[Advice for all](#)[Students](#)[Staff](#)[Prospective students](#)[Graduating students](#)[Research](#)[Campus service opening times](#)[More](#)

CORONAVIRUS

The latest information and advice for staff, prospective and current students and visitors during the current coronavirus pandemic. The University is closely monitoring developments and will continue to update you on the latest advice and guidance.

[USEFUL CONTACTS](#)

Latest situation: Tuesday 21 April, 10:30am

From Tuesday 21 April, the University will be sending coronavirus email bulletins on Tuesdays and Thursdays, instead of daily. We will continue to update these pages regularly with relevant updates.

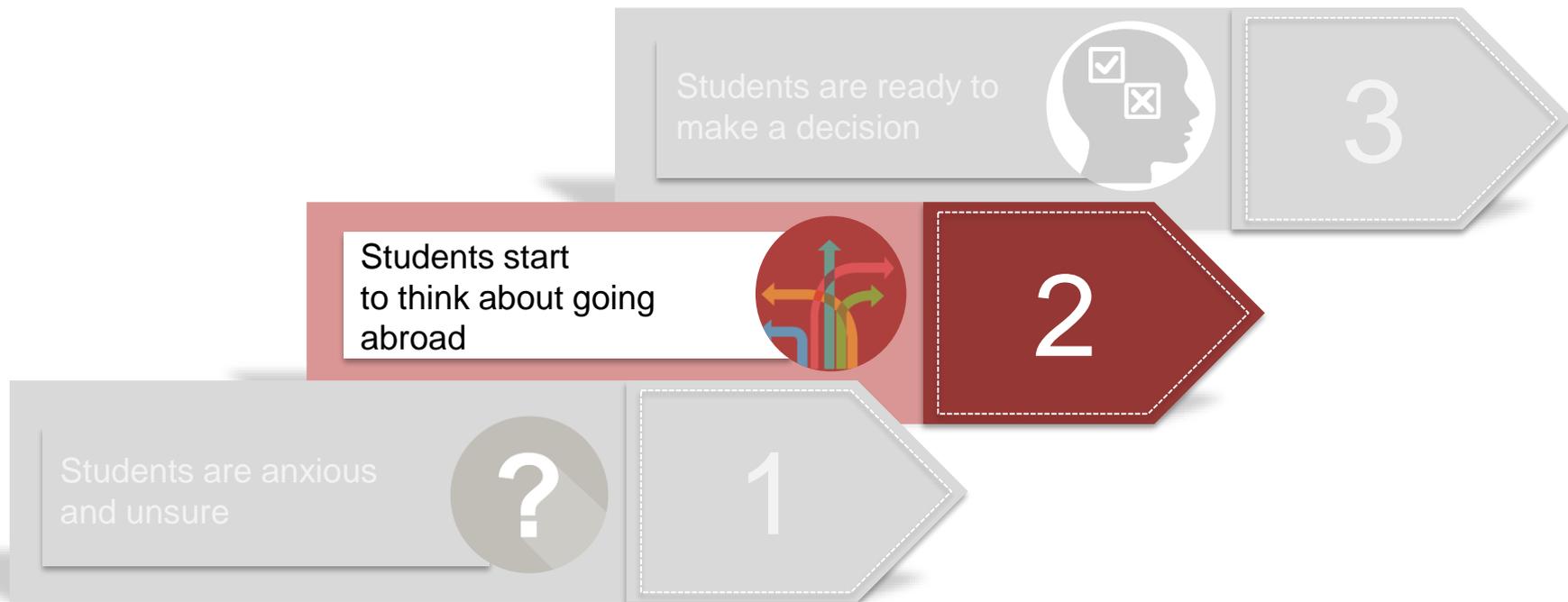
Visas

The UK Government has provided updated guidance on those with Tier 4 visas. [Read the fact sheet \(PDF\)](#) with the latest information.

Assessments

Students are reminded that we intend to update on plans for assessments from next week - the week commencing 27 April - including on the ['safety net' policy](#) we have already shared.

3 stages of engaging in the market



3 stages of Covid19 responses to Indian students:

Stage 2

Students are starting to think about going abroad

When?

Lockdown is lifted, education institutions reopen, exam schedules announced, travel bans eased

Do

Communicate, engage through online panels and social media posts (alumni stories!), provide study options, soft-sell your courses through online masterclasses, focus on employability, finances and well being, positive government policies, visas

Don't

Hard-sell, avoid difficult questions, appear inflexible



< Home

✓ Applicants and offer-holders
information and updates concerning
coronavirus

Advice for staff

Advice for applicants and offer-
holders

Advice for current students

How the University is contributing to
the fight against coronavirus

Our University's response to COVID-
19

Applicants and offer-holders information and updates concerning coronavirus

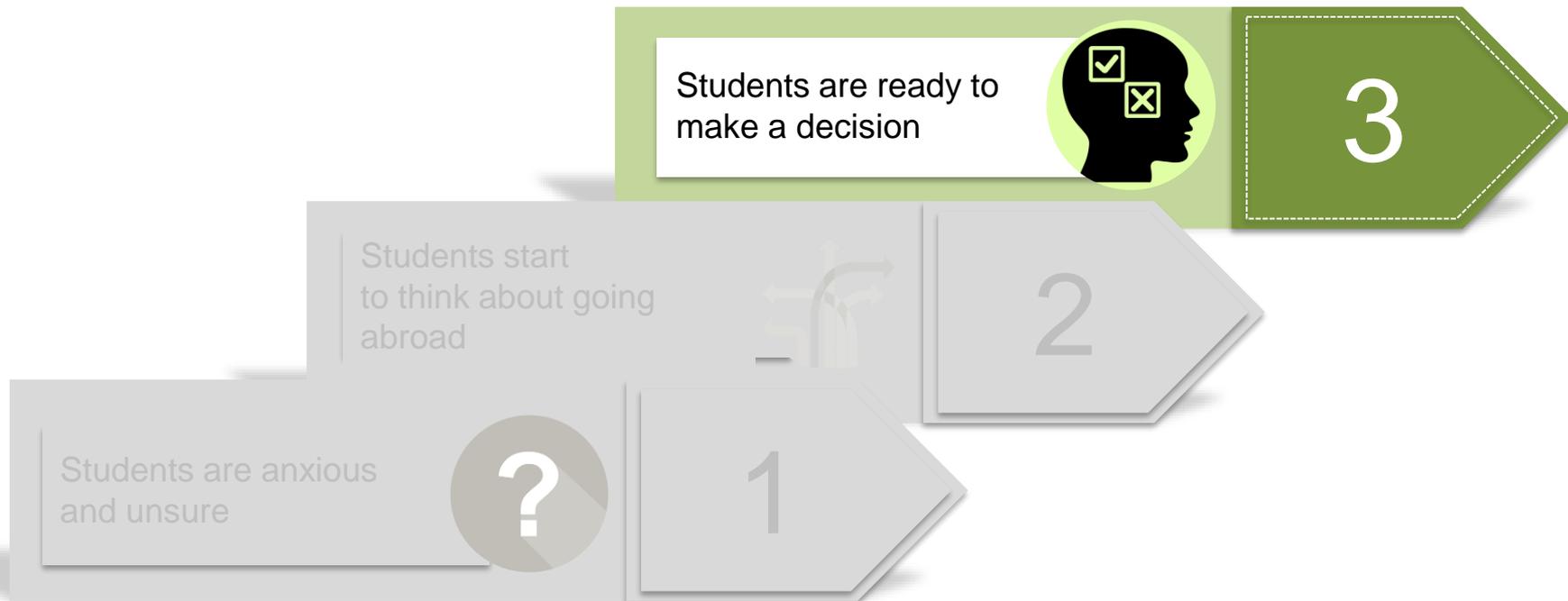
Last updated: 3 April 2020

We understand that our applicants and offer-holders will have concerns about the ongoing coronavirus outbreak. We are following the advice from Universities UK, Public Health England and the Foreign and Commonwealth Office, ensuring the welfare of our students and staff is our absolute priority. We have taken the action to temporarily move our teaching online and to close all non-essential areas of our campus. In addition, we have cancelled on-campus events for prospective students and applicants for now. We will continue to review this and will provide further updates on this page.

For undergraduate students, following announcements by the Department for Education regarding A-levels and the IB, the admissions timetable will run similarly to previous years and all students will be awarded a grade for any exam they were entered for. We will consider your needs when addressing any issues with your application and be as flexible as possible.

For postgraduate taught and research students, we are following government advice and working closely with all government agencies to ensure admissions timelines are similar to previous years and where possible, we will take a flexible approach to our admissions. If you are from outside the UK, we are aware that education systems around the world have been disrupted by the current pandemic, so if you have any concerns regarding your application, please get in touch with your School or Department directly or [email us](#).

3 stages of engaging in the market



3 stages of Covid19 responses to Indian students:

Stage 3

Students are ready to make a decision

When?

Exam results are announced, situation is normalised

Do

Handhold.

Engage online or face to face where possible through country offices, focus on conversions, focus on GIR and opportunities in the UK, reassure about money/ scholarships/ safety, communicate with parents. Online promotions with relevant (not generic) messaging. Engage with schools and colleges where possible.

Don't

Be generic in your messaging, miss the opportunity

5 recommendations

- Targeted and relevant messaging for current students, prospective students, parents and agents/counsellors
- Your communication should be regular, honest and positive. Refer to government and UKVI messaging where necessary
- Constantly clarify doubts, answer questions and reassure – pre-empt questions in the Indian context
- Focus on finances, scholarships, visas, employability and well-being
- Online will be king so make the most of it. But start face-to-face when you can.

Agenda

- Covid19 update – key Government decisions, examinations and more
- Coverage of the UK and international students in the Indian media
- What are Indian students thinking - headlines from student survey
- Key questions from agents and counsellors
- Communication – how should you engage in the market?
- **Covid19 response from the British Council in India**
- Q&A

How can the British Council help?

- Webinar series for sector
- Webinar series for agents and counsellors
- Website listing for UK HEIs
- Digital marketing services
- Counselling and briefing sessions for students by UK HEIs, UKVI, British Council etc.
- Information on Study UK website
- Weekly communication plan for students starting w/o 27 April
- Virtual Roundtables with local HEIs
- Virtual student collateral
- Virtual recruitment platforms

Contact Aatreyee.guhathakurta@britishcouncil.org for any queries.

Q&A