

Study UK Virtual Fair

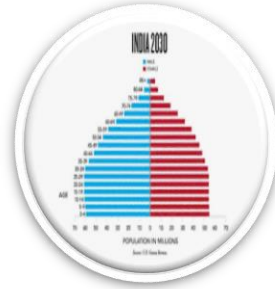
All India Briefing India

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Drivers of change in India



Make in India - transition India to a manufacturing-based economy and cut red-tape



Demographic dividend – Youth population 126 Mn by 2020. 50% below 25



Increased spend on education

Government expands digital literacy project – Diksha

Facebook's \$5.7 billion investment in India

Top Industries Driving the Digital Transformation in India: Mobile app development, Education, Entertainment, E-commerce, Healthcare

Local education trends and objectives

The most popular programmes for undergraduates were **arts (33 %), science (16 %), commerce (14 %), and engineering and technology (13 %)**

Recent years have seen a growing call for infrastructure funding for institutions, **particularly research facilities and student accommodation.**

Enrolments in ODL programmes increasing and supported by government funded e-learning platforms. **ODL accounts for 10.6 % of India's total enrolments in HE programmes.**

In February 2020, the Indian government announced **top 100 Indian institutions will be allowed to offer fully online degrees.** In January, seven HEIs had programmes approved for online learning.

There is a focus on creating a broader education ecosystem

Incorporate learning and market-readiness

Interdisciplinary learning will become important

Popular subjects – and some to look out for

Popular Subjects

- Business and Management, generic MBA
- Computer Science
- Business Analytics
- Finance
- Engineering
- Art and Design
- Law
- Humanities and Social science

Upcoming subjects of interest:

- Agriculture
- Sports management, oil and gas refinery courses, healthcare and hospitality management
- Nursing
- Administrative studies
- Pure science
- Health and Medicine, Veterinary sciences
- Education and Training
- Social studies and communications

Market driven subjects of interest:

- Medicine, Bioscience
- Data Science
- Cyber security
- Cloud computing
- AI/ machine learning/ Robotics
- Logistics and supply chain
- Digital marketing
- Healthcare
- Engineering and technology
- Liberal arts

- 103 women in STEM Scholarships across 43 UK HEIs – aligns with PM Modi's goals and SDGs
- Newton-Bhabha Women in Science Workshops

New National Education Policy – key pivots and opportunities for UK

- Systemic Changes in Education Architecture
- Continuous Professional Development
- Internationalisation of Higher Education
- International Collaboration on Research
- One-year masters recognition for UK degrees
- Foreign university campus in India
- Online education recognition and equalisation levy – can the UK be knowledge partner on ODL?
- TVET

Student insight survey 2.0 headlines

Responses collected from 13 August to 8 September.

405 valid responses from Indian students who applied to UK universities this year.

- **65%** of incoming undergraduates and **59%** of postgraduates said that they are “not at all likely” to cancel or delay their plans.
- Nonetheless, **10% of undergraduates and 18% of postgraduates** reported that they have **already cancelled or deferred** (this could be an understatement)
- We could see **a spike in late-stage student withdrawals due to flexible cancellation and deposit policies**. By now UK universities will be in a position to know their mobility numbers

Student insight survey 2.0 headlines

Concerns

- **42% respondents from India** said that they are “very concerned” about health and well-being compared to **81% in China**.
- **73%** of Indian respondents said that they are at least “**somewhat concerned**” about health and wellbeing when considering their study plans
- Regarding how welcoming the UK would be to foreign students around **30% of our respondents are “very concerned”** about this **compared to 55% in China**. A further 30 % of Indian respondents said they are “somewhat concerned” about this issue.
- **43% of our respondents from India said that they are “very concerned” about finances**, making this the **top area of concern** amongst Indian applicants, but this was **lower than what we saw in other price-sensitive markets** such as Pakistan (54 %) and Nigeria (62 %).
- Difficulties completing **application and enrolment requirements remain an area of strong concern** for just over a quarter of our respondents (26% are “very concerned” about these issues, while 28% are “somewhat concerned”).
- **41%** of respondents from India are “**very concerned**” about **availability of affordable flights**. This is, however, lower than the levels of concern we saw in **China, where 58% indicated the same level of concern**.

Agents survey - headlines

Total responses received- 70

- **81% agents** feel the number of applications received for overseas studies has decreased as compared to last year.
- **51% agents** think while overall number of applications for overseas studies has decreased, applications to the UK has increased
- Canada, UK, Australia and US are the countries of choice for students this year
- Funding and financial status remains top concern for students this year, followed by concerns around final examinations and health and safety
- **56% percent agents agree that most students are “very likely” to defer their plan to January 2021.** 28% thinks students “very likely” defer their UK study plans to September 2021.
- **44% agents are of the view that it is “not likely” that students will change study destination.** Whereas 24% thinks its “somewhat likely” and 16% thinks it’s “very likely”.
- As per **14% of agents it is “very likely” that students might cancel their plans** to study abroad, but 30% think this is “not likely”.
- Friendly visa and post study work rules, Funding and scholarships, and Scope of employment with virtual or blended degree are 3 top factors that influence student decisions according to surveyed agents.

India



Unlock 6.0:

- Business to business exhibitions are open
- Schools and colleges have started to open
- Domestic flights are operational. International closed till 31 Dec. Many India-UK flights are working as per air bubble agreements
- Most VACs are open, main metros are open
- IELTS centres are almost all open



Challenges:

- Board exams and final exams likely to be delayed again
- Acceptance of online learning and teaching, infrastructural challenges
- Focus needs to be on genuine students
- Equalisation Levy



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Media sentiment:

- Negative coverage on lockdowns and student stories
- Vaccine news
- Positive news around UK as study destination and blended learning in UK
- Need numbers on how many students are in fact studying/ travelling in UK

Get in touch

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