

**Welcome to India**

Richard Everitt  
Director Education

25 November 2013



## Why India and why now?

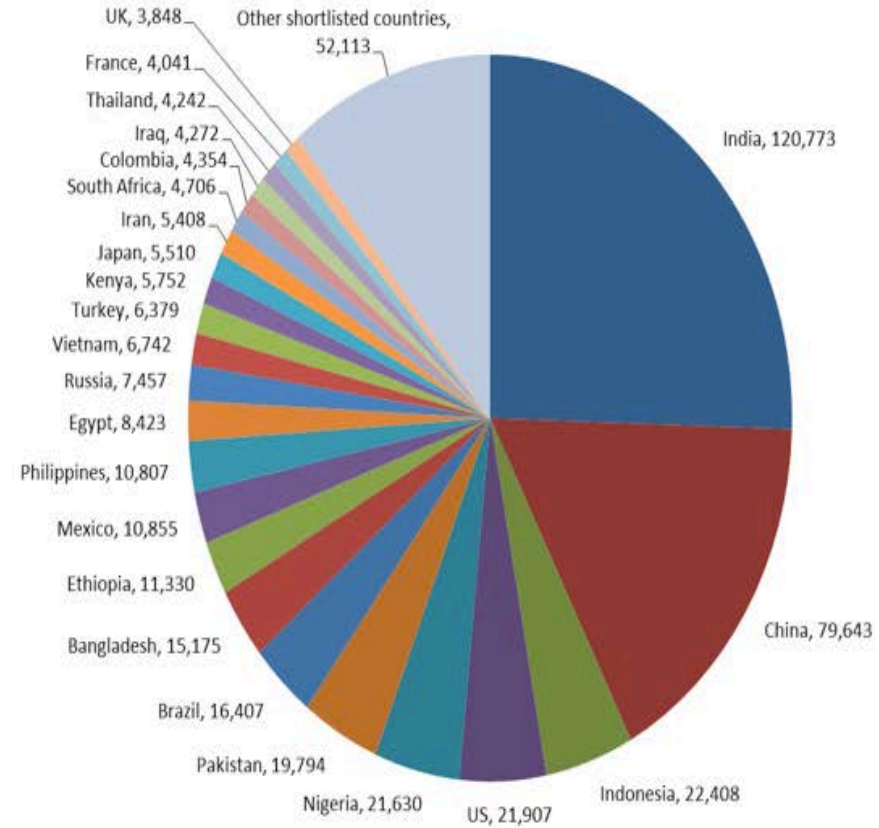
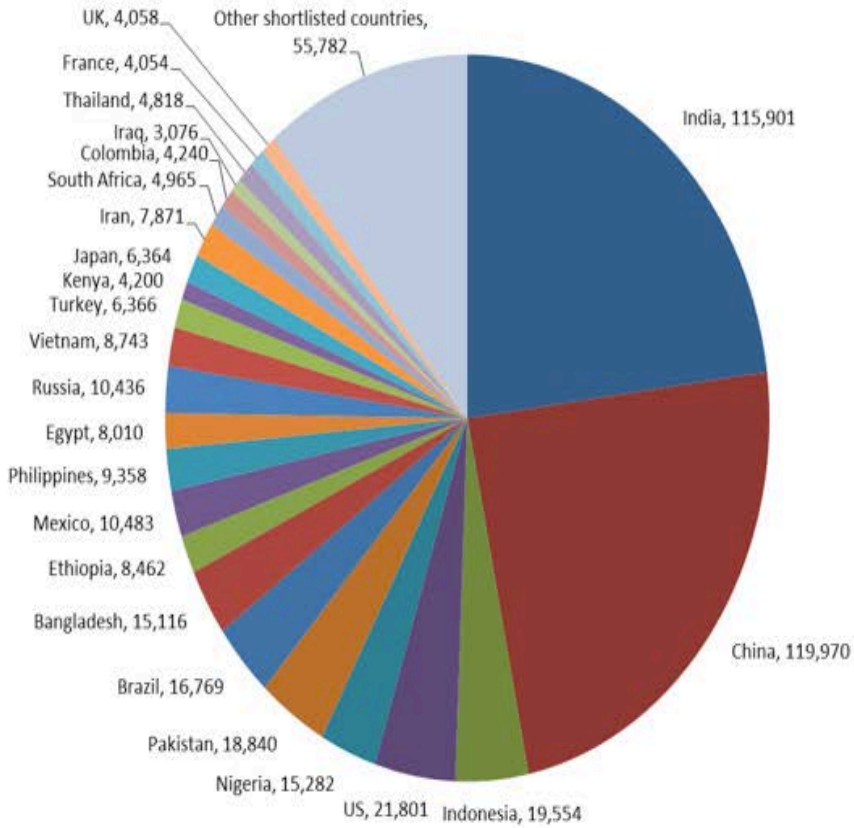


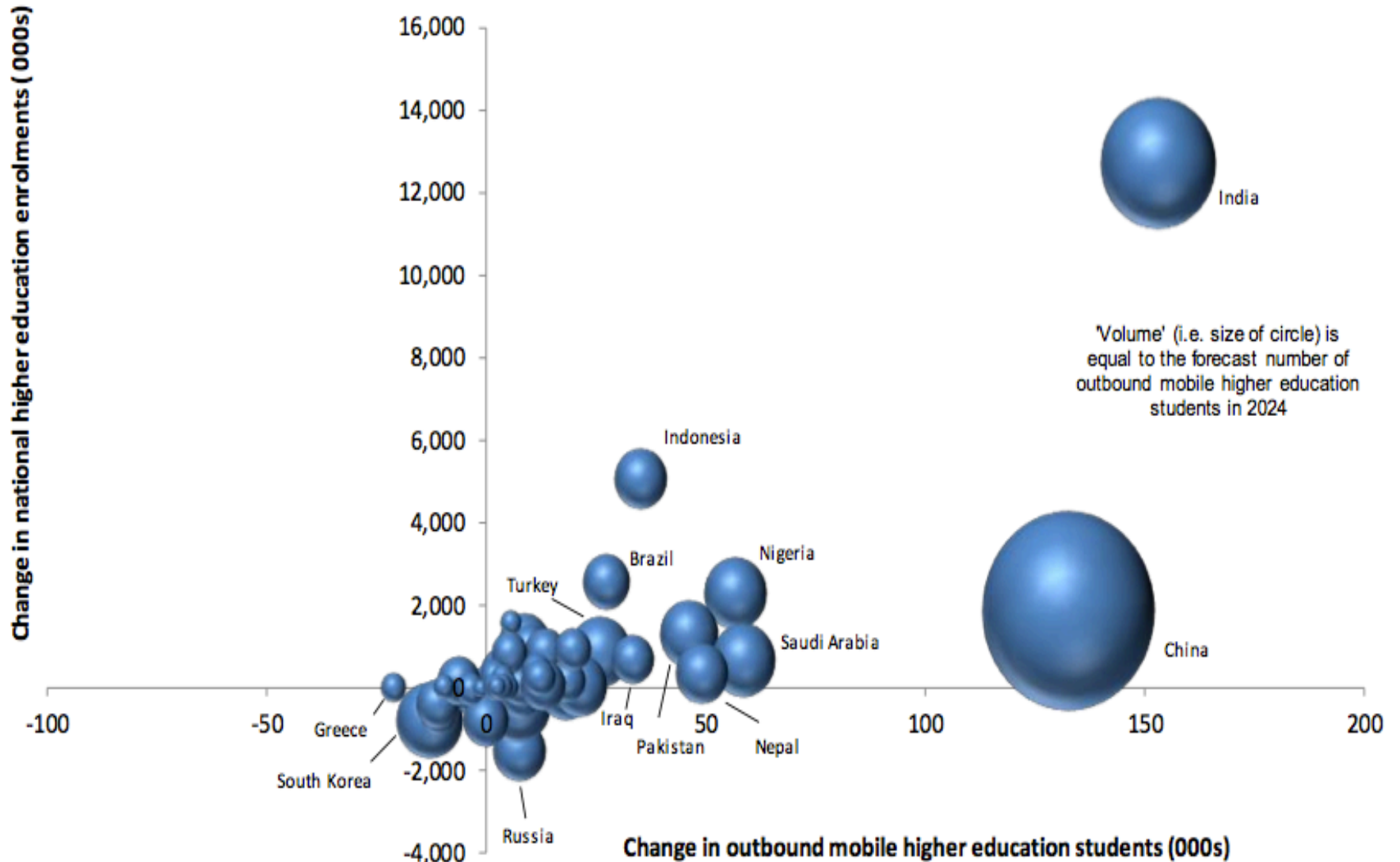
- Demographics – about to lead the world
- Global impact – a quarter of future workforce, talent pipeline
- Economy – a decade of average 8% growth
- Cultural ties – and largest diaspora

# Global 18-22 year olds, '000's

**2011**

**2024**





## Not without its challenges



- 25% drop off 2011+
- Growing competition
- Weak rupee/strong pound
- Removal of post study work
- Less loyalty
- Face moving, price sensitive market – ambitions and impatient



KNOWLEDGE  
IS  
**GREAT**  
BRITAIN



## GREAT campaign India



- 2 year campaign focused on inward student mobility
- 370 Scholarships, 260 courses, 36 Universities across UK, £1m
- Careers Guide and Careers Fair – planned for Feb
- 20 city roadshow into India's tier 2 and 3 cities
- Digital and traditional media campaigns, microsite live
- Welcome your input to 2014/15 campaign plans


## Key events coming



- Mumbai, Bangalore, Kolkata and Delhi (and post tour event)
- 20 city roadshow events across India
- Sheffield 5<sup>th</sup> and 6<sup>th</sup> December – British Council Conference
- Mumbai 9/10 January – HE and employability
- London 13<sup>th</sup> February – new approaches to partnerships with India
- Delhi November – FICCI HE conference UK as leading partner



## Key messages

- 
- Quality – No.1 thing that attracts Indians to UK
  - There is no visa bond. 88% issued in 2012. (324k of 370k) (97% business, 80% for T4) and no cap.
  - Opportunities to stay on in UK and work exist/work as a student
  - Scholarship opportunities exist – BC website for details
  - Investment pays off, employability, income, alumni network etc

Invest in your future!



## Life without Sachin Tendulkar



- National elections – BJP vs Congress
- Move to the 28 states
- Ambitions of youth
  
- One year masters bridge course – almost there
- Foreign providers bill – still in process
  
- Wake up year to rankings and internationalism
- Quality assurance at scale
- Private and Public, Federal and State

## Wider context



- UK- India research relationship – 5<sup>th</sup> year anniversary
- UKIERI
- Skills agenda
- Schools
- Exams
- English Language
- Arts



# Net out flow of students next decade

