

British Council update on SIEM and GREAT programmes in September-October 2015

Quality engagement and wide reach has been ensured through a wide range of activities in September up to the first few weeks in October across SIEM as well as the GREAT Education Campaign. Read a quick snapshot on the impact.

British Council SIEM Update September 2015

The British Council SIEM India team witnessed a busy month engaging with UK Institutions across India. We had 13 engagement programmes which saw participation from over 20 UK Institutions who reached out to 4881 students and built relationships with 439 key contacts across India.

6 UK institutions joined us this year for the Boarding Schools mission visiting boarding schools in Sonapat, Dehradun and Mussourie where they met 867 students over 3 days.



Table and chair exhibition at Kasiga International School, Dehradun



Session with school counsellors at Woodstock School, Mussourie

This year we are providing increased opportunities for the UK sector to engage in dialogue with local institutions in India to explore joint research and teaching partnerships. Our most recent event was an Engineering, Biotechnology and Pharmaceuticals mission in Chennai, Bangalore, Mumbai and Ahmedabad where 9 UK institutions participated reaching out to 2835 potential students and 128 key faculties.



Alliance University Bangalore, Student interaction at the Engineering mission



PES University, Bangalore, Student interaction at the Engineering mission

In September and August, our schools missions were hosted in mature markets across key cities in India - Delhi, Mumbai, Chennai, Kolkata, Bangalore, Pune, Hyderabad and Jaipur. 21 UK institutions participated and we reached 2514 potential students.

That's all for the month of September! Watch this space for more on the forthcoming annual Education UK November exhibitions across key cities in India and the Art & Design mission to be delivered across the cities of Bangalore and Ahmedabad. Detailed reports on the September programmes will be published on the SIEM website soon.

The GREAT Education Campaign update September/ October 2015

GREAT events have promoted 'Study in the UK' to 7325 potential students across India and built relationships with 246 key contacts. So far we have delivered a total of 31 events across 14 cities in India since April 2015. Given below is an update on recent events from September and October 2015.

Snapshot of GREAT Activities

GREAT Talk – Professor Sugata Mitra

The first of the GREAT Talk series was held with Prof Sugata Mitra and received positive publicity from media. The GREAT talk was covered in 18 leading newspapers (print and online) which resulted in a print media daily reach of 1,311,515 and digital media reach of 5,329,372. Links to some of the news that was covered:

- [www.newindianexpress.com/cities/chennai/British-Councils-Lectures-on-Career-Planning- Motivation/2015/09/12/article3023066.ece](http://www.newindianexpress.com/cities/chennai/British-Councils-Lectures-on-Career-Planning-Motivation/2015/09/12/article3023066.ece)
- www.dailypioneer.com/avenues/great-talk-series-launched.html
- <http://indiaeducationdiary.in/Delhi/Shownews.asp?newsid=35866>

For further details please click the below link:

<https://siem.britishcouncil.org/news/reports/1100-students-india-attend-%E2%80%99-school-cloud%E2%80%99-inaugural-great-talk-ted-prize-winner-prof>



Sugata Mitra delivering the GREAT Talk in Chennai



Launch of Education UK Alumni Awards 2016

Rt Hon Sajid Javid MP, Secretary of State for Business, Innovation and Skills and Rob Lynes, Director, British Council India launched the Education UK Alumni Awards 2016 on 11 September 2015. The awards will honour the outstanding achievements made by business professionals, entrepreneurs and community leaders across the globe where their UK education has contributed to their subsequent successes. Applications are open till 31 October, 2015.

The event was covered in 40 publications (print and online) which resulted in a print media daily reach of 1,311,673 and digital media reach of 6,475,289. Links to some of the news that was covered:

- http://news.webindia123.com/news/press_showdetails.asp?id=36060&cat=press
- <http://www.telegraphindia.com/external/display.jsp?mode=details&id=45208#.Vfal9fyUeSp>

For further details please click the below link:

<https://siem.britishcouncil.org/news/opportunities/education-uk-alumni-awards-india-2016>



Kodaikanal International School and Doon School- Career Fair

The Education UK team was invited to participate in the Kodaikanal International School Annual Career Fair as well as the Doon School Career Fair. To engage with students and

parents at the British Council stall. The team also conducted a seminar on studying and living in the UK along with the British Council IELTS team. Questions related to subjects available and entry requirements, UCAS process and scholarships were raised. Popular subjects amongst the students were Medicine, Business Management, Engineering and Law.



REC - International Education fair

The Education UK team was invited to participate in the 6th International Education Fair at the Rajalakshmi Engineering College in Chennai. This was a joint programme with all the Engineering departments. We delivered a seminar on studying and living in the UK and stood alongside five other countries who were also promoting their Universities and colleges – Australia, France, Germany, Holland and US.



IIT Techfest Recycle Cyclothon

Under the GREAT Campaign the British Council partnered with IIT, Mumbai for the Cyclothon which had 900 people including college students, academia, representatives from the British Council and the British High Commission among others. Colin Wells, Deputy Head of Mission, British Deputy High Commission, Mumbai, the chief guest of honour, inaugurated the Cyclothon and felicitated the winners. A total of 7 coverage reports (print and online) have been generated as of today which resulted in a print media daily reach of 890,012 and digital media reach of 86,878,000. Links to some of the news that was covered:

- <http://timesofindia.indiatimes.com/city/mumbai/ReCycle-Cyclothon-at-IIT-Techfest-to-save-environment/articleshow/49229904.cms>
- <http://www.htcampus.com/article/iit-bombays-techfest-goes-green-time-cyclothon/>

For further details please click the below link:

<https://siem.britishcouncil.org/news/reports/recycle-cyclothon-iit-mumbai-great-green-initiative-india>



Colin Wells, Deputy Head of Mission, British Deputy High Commission at Cyclothon

GREAT Scholarships 2016-17

The British Council recently launched the opening of the bidding for GREAT Scholarships – India 2016. The GREAT Education campaign in India has offered 750 scholarships to Indian students in the last two years. This year the aim is to offer fewer scholarships but of higher value

For further details please click the below link:

<https://siem.britishcouncil.org/news/opportunities/great-scholarships-%E2%80%93-india-2016>