

**Post-Event Report for
Education UK Exhibition – India, November 2015**

**Delhi: 21 and 22 November 2015
Mumbai: 24 November 2015
Kolkata: 26 November 2015
Nagpur: 28 November 2015
Chandigarh: 28 November 2015**

Introduction

The Education UK exhibitions across India are held each year in November and February to showcase the wide range of study opportunities available in the UK, a glimpse of student life in the UK and career prospects post a UK qualification.

The exhibitions provide UK institutions a platform for recruitment, brand building and also help UK institutions to develop and strengthen links with local education providers.

The Education UK exhibition 2015 - November edition, was held from 21 November to 28 November; travelling to Delhi, Mumbai, Kolkata, Nagpur and Chandigarh. The exhibition attracted 4253 visitors across all five cities.

The footfall recorded at the exhibitions increased by 6% this year as compared to the November 2014 exhibitions.

The exhibitions began with an All India briefing in Delhi which provided the delegates an overview of the India education market, marketing plans for the year and an update on the exhibition logistics. During the briefing we organised a certificate ceremony to facilitate the recently returned alumni that were awarded a GREAT scholarship for September 2014 entry. The evening concluded with a networking dinner reception with local education contacts.

The exhibitions across Delhi, Mumbai and Kolkata have been running for more than a decade, for the city of Nagpur this was the second consecutive year. In Chandigarh the exhibition was held after 8 years, with the last one being held in 2007. However, an Agents exhibition has been delivered in Chandigarh in May 2014 to gauge the level of interest for UK education. The response was encouraging with a positive response in terms of numbers and student quality led us to plan and deliver the Education UK exhibition in Chandigarh which had participation from 11 UK institutions.

This year British Council introduced 'Career focused seminars' at the November exhibition delivered by UK institutions and HR professionals in Delhi, Mumbai and Kolkata. Subject specific career oriented topics like 'Careers in Management/Engineering with a UK degree' were delivered by UK institutions and the seminars on topics like 'how to make an ideal CV' and 'preparing for job interviews' were delivered by HR professionals.

We also introduced an innovative experience for students through 'psychometric testing' at the Delhi Exhibition which included a 30 minute aptitude test that was undertaken by students either in advance or at the exhibition venue. The results were given out at the exhibition venue that led to identification of subject interests for the student. Post knowing their subject interests, students met the relevant UK institution that offered courses in the subject area of their choice.

We invited officers from UK Visas and Immigration (UKVI) to deliver seminars and speak to students at the UKVI stall at the exhibitions. Student visa queries require appropriate attention from experts which is why we connect students with visa officers at the exhibition platform.

This year we also organised a session for UK institutions at the Delhi exhibition delivered by Natasha Woolcoombe, Regional Communications Manager South and Southeast Asia. She delivered a session on 'a post peak season Tier 4 visa' and discussed concerns related to Tier 4 student visas.

SIEM South Asia launched an Education UK Scholarship Booklet, specifically designed for students in the South Asia region, with special versions for each country. The booklet for India contained a vast range of scholarships and bursaries on offer for Indian students interested in applying for higher studies in the UK and showcased both general UK scholarships and bursaries as well as departmental and University or Institution level scholarships on offer for Indian students. Scholarships from more than 45 UK institutions worth 12 million GBP were promoted in this booklet. These booklets were distributed to all students that came at the Education UK exhibitions in all 5 cities. The exhibitions were the most appropriate platform to promote these scholarships as a substantial percentage of students seek scholarship advice at the exhibitions.

We plan to promote these scholarships at all face to face events and via online and social media managed by Education UK in India.

The GREAT scholarships India guide 2016-17 was also given to each student that attended the exhibitions across all five cities.

291 new scholarships worth over £1.5 million, in partnership with 45 Universities are being offered for the 2016 intake. There are 59 undergraduate and 232 postgraduate scholarships for a range of courses from engineering to law to art and design across the UK.

Media interactions and Engagements were organised across all 5 exhibition cities. Brief synopsis of the press briefings is as below:

The media briefing in Delhi included press briefings with Andrew Soper (Minister Counsellor (Political and Press) and Richard Everitt (Director Education & Society, British Council India). The press brief was covered by 5 media personnel's. In Mumbai there were telephonic interviews led by Sharon Memis (Director, West India) with 2 media personnel's. In Kolkata, Director (East India) – Ms Sujata Sen address 16 media personnel's at the press briefing. The Chandigarh press briefing was led by Gil Caldicott (Director Operations, British Council, India) and 9 media personnel's were present at the press briefing. In Nagpur, Sharon Memis (Director British Council West India) conducted the press brief addressing 16 media personnel's.

In our effort to reduce carbon foot print and save paper another feature was introduced at the exhibitions were the 'QR codes for Institution prospectuses'. This allowed students to scan the QR code at the entrance of the exhibitions and download the prospectuses of institution of their choice on their respective mobile phones.

In continuation to bring innovation and add attractive features to the event, we showcased a video wall at each exhibition venue that displayed videos sent by UK institutions in a loop. This provided a virtual tour of the student life in the UK to all visitors. We also gave participating Institutions the option of 'branded back panels' for those who wanted to brand the back panel of their stalls in Kolkata, Nagpur and Chandigarh.

This year at the exhibitions we had two sponsors - Qatar Airways and Student.com. While Qatar Airways was present in all cities and spoke to students about discounted flights to the UK, Student.com was present in Delhi and Mumbai. They are an online accommodation portal which aims to help students find cheap and safe accommodation in the UK. We also had representation from IELTS and Chevening scholarship team across all exhibition cities.

This report will provide an insight on the visitor profile, subject areas of interest, enquiry trends and the marketing activities that were undertaken to promote the exhibitions. The findings of this report will help UK institutions consolidate recruitment opportunities in India.

This report includes:

Introduction - Page 2

Highlights - Page 3

Marketing – Page 10

Visitor Feedback - Page 17

Exhibitors Feedback - Page 21

Future Steps - Page 25

Appendix: List of exhibitors, survey results, Advertising, photographs at the exhibitions, snapshot of the coverage - Page 27

Highlights

A number of seminars were held on the following topics:

Delhi

SEMINAR TOPIC	No. of attendees
Interactive workshop on planning your career	31
Student Visas	44
Future Leaders for the Business world	23
Careers in IT and Engineering with a UK degree	46
IELTS	53
Careers in the Fashion Industry	21

Mumbai

SEMINAR TOPIC	No. of attendees
Interactive workshop on planning your career	36
Student Visas	44
Employment opportunities for international students in a "Globalised Investment Industry"	38
Careers in IT and Engineering with a UK degree	52
IELTS	27

Kolkata

SEMINAR TOPIC	No. of attendees
Careers in in Management and Engineering with a UK degree	25
Interactive workshop on planning your career	48
Student visas	56
Careers in the Fashion Industry	32
IELTS	46

Summary of the exhibition logistics and number of attendees

Venue	British Council - Delhi 21 and 22 November 2015
Opening hours	1300 to 1700 hours
Number of attendees	1806

Venue	The Leela – Mumbai 24 November 2015
Opening hours	1400 to 1900 hours
Number of attendees	827

Venue	The Gateway Hotel - Kolkata 26 November 2015
Opening hours	1300 to 1800 hours
Number of attendees	996

Venue	Hotel Tuli Imperial- Nagpur 28 November 2015
Opening hours	1200 noon to 1700 hours
Number of attendees	343

Venue	Hotel Mount View – Chandigarh 28 November 2015
Opening hours	1300 to 1800 hours
Number of attendees	281

Comparison of visitor numbers from last year's exhibition...

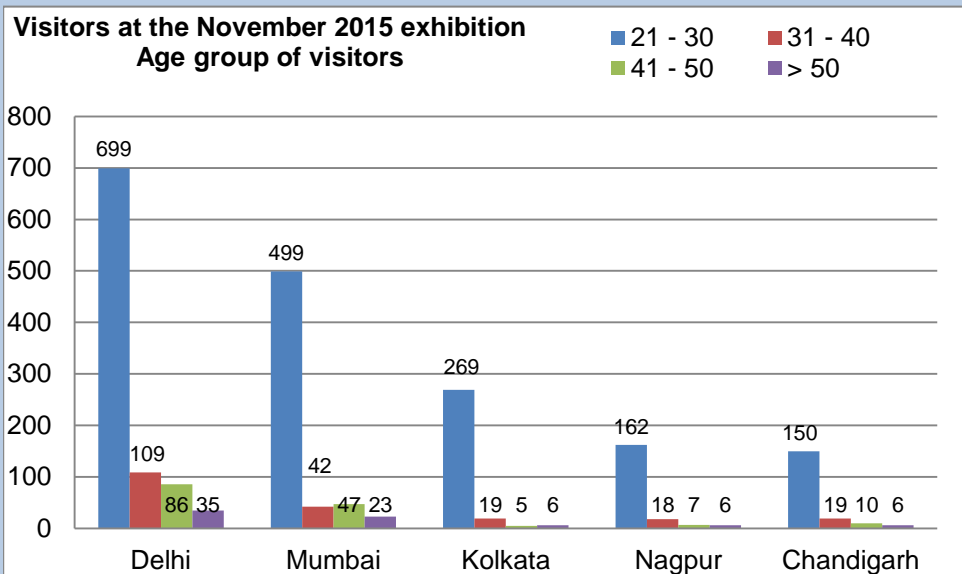
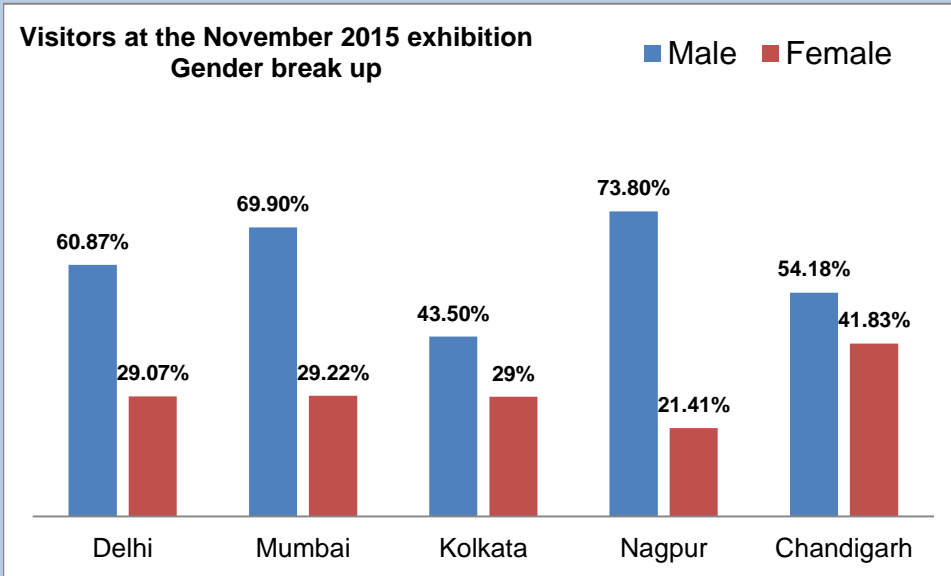
	2014	2015
	4000	4253

The visitor numbers show an increase of 6% from last year's numbers which highlight the continuing interest in UK education in India

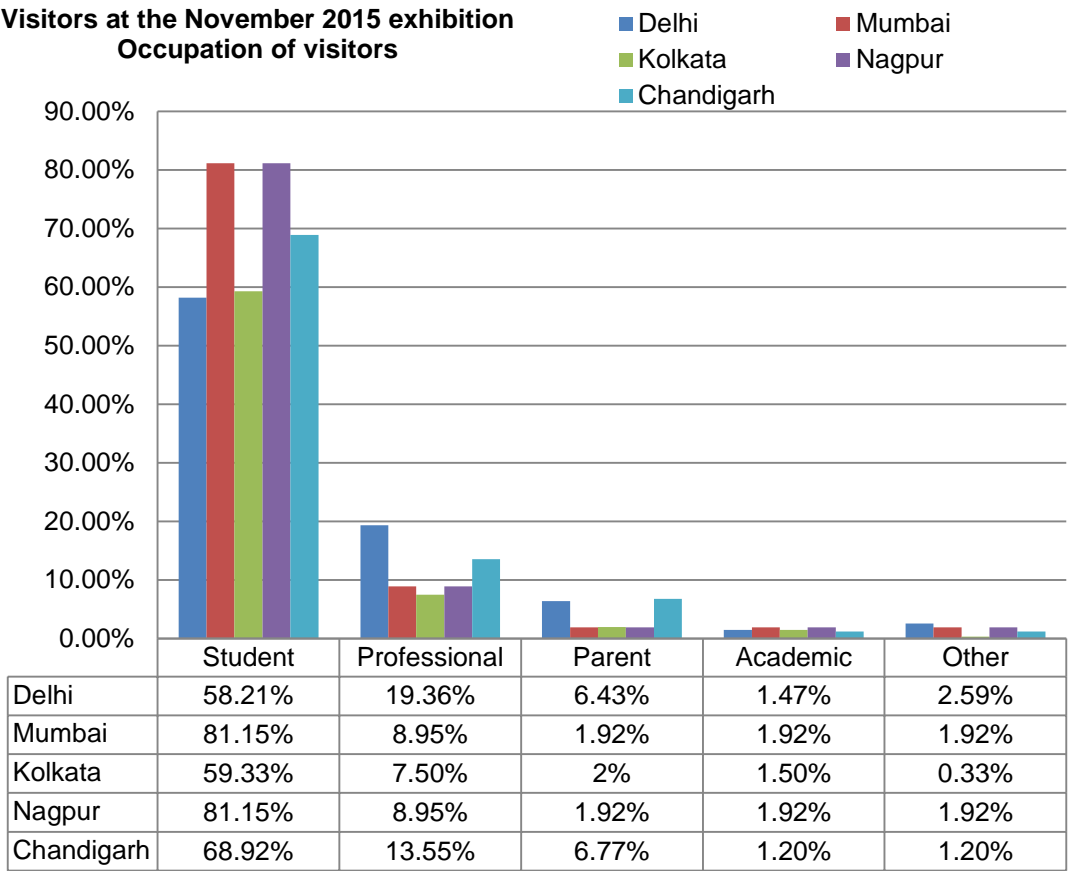
The exhibition in 2014 was held in the city of Lucknow while in 2015 the exhibition was in Chandigarh. The

Visitors' profile

Visitor Profile from Visitor Registration Data:



Visitors at the November 2015 exhibition
Occupation of visitors



Level of study interested in studying the UK	Delhi	Mumbai	Kolkata	Nagpur	Chandigarh
Vocational and technical (e.g. NVQ, BTEC, VQ)	4%	3%	1%	6%	3%
Pre-university academic (e.g. A-Levels, IB)	3%	5%	1%	4%	2%
Undergraduate	28%	33%	15%	28%	34%
Postgraduate	37%	40%	39%	31%	39%
Postgraduate MBA	15%	13%	10%	17%	12%
Learn English	3%	1%	2%	2%	2%
Boarding School	0%	0%	0%	2%	1%
Short Course(s) (e.g. Summer course)	3%	3%	3%	5%	3%
Professional Award/Employment related qualifications (e.g. ACCA etc.)	5%	3%	5%	6%	5%

Subject of study- interested in studying in the UK	Delhi	Mumbai	Kolkata	Nagpur	Chandigarh
Agriculture and related subjects	2%	10%	2%	2%	3%
Applied and Pure Sciences	8%	14%	7%	6%	10%
Architecture, Building and Planning	4%	5%	1%	2%	6%
Business and Administrative Studies	22%	15%	11%	16%	27%
Computer and Mathematical Science	5%	7%	4%	8%	4%
Creative Arts and Design	5%	6%	4%	4%	7%
Education and Training	3%	3%	2%	3%	2%
Engineering and Technology	10%	12%	10%	28%	4%
Health and Medicine	4%	3%	6%	5%	3%
Humanities	9%	5%	9%	3%	6%
Law	7%	3%	4%	2%	4%
MBA	14%	12%	10%	14%	18%
Hair, Beauty and Personal Care	0%	0%	0%	0%	1%
Social Studies and Communications	5%	3%	6%	3%	2%
Travel, Tourism and Hospitality	2%	2%	2%	3%	2%

Sources of funding	Delhi	Mumbai	Kolkata	Nagpur	Chandigarh
Self / Family / Relatives / Friends	75%	82%	61%	65%	76%
Company / Organisation	4%	3%	1%	1%	2%
Scholarship	13%	12%	36%	21%	8%
Others	8%	3%	2%	14%	13%

Country of study	Delhi	Mumbai	Kolkata	Nagpur	Chandigarh
Australia	8%	14%	8%	11%	7%
Canada	13%	14%	9%	9%	20%
China	1%	3%	1%	1%	2%
France	4%	4%	7%	4%	5%
Germany	6%	6%	10%	9%	4%
Italy	1%	2%	3%	1%	1%
Japan	1%	1%	2%	2%	1%
Malaysia	1%	1%	1%	2%	0%
Netherlands	2%	1%	3%	2%	1%
New Zealand	2%	2%	3%	4%	2%
Others	1%	1%	1%	5%	1%
Singapore	4%	5%	5%	6%	1%
Spain	1%	1%	3%	2%	0%
Taiwan	0%	0%	1%	0%	0%
UK	38%	29%	30%	26%	33%
US	16%	14%	13%	17%	23%

Sources of information	Delhi	Mumbai	Kolkata	Nagpur	Chandigarh
Newspapers	25%	19%	52%	47%	22%
Internet	22%	8%	15%	9%	23%
British Council	36%	26%	18%	19%	38%
Radio, TV	3%	2%	3%	7%	1%
Email	3%	3%	2%	1%	4%
Poster	2%	1%	1%	1%	2%
Friend and relative	5%	5%	7%	8%	6%
Fliers	1%	1%	0%	1%	0%
Student's association	0%	1%	0%	1%	0%
Newsletter	0%	1%	0%	0%	0%
University, Teacher	1%	3%	1%	1%	2%
Embassy and consulate	0%	0%	0%	0%	0%
Others	1%	30%	0%	6%	1%

Of the total visitors, maximum belonged to the age group 21 to 30

More than 80% visitors in Mumbai and Nagpur were existing students, interestingly 19% visitors in Delhi and 13% in Chandigarh were working professionals

More than 50% visitors at the exhibition enquired about PG and MBA related courses across all exhibition cities.

However year on year we have seen an increasing demand for UG courses, this year at the exhibition nearly 30% visitors across all cities (except Kolkata) enquired about UG courses

In terms of popular subjects –there was high demand observed for Business and Admin, MBA and Engineering related courses. However there is an emerging trend observed for subjects like ‘Applied and pure sciences and Humanities. 14% visitors in Mumbai, 10% in Chandigarh and 8% in Delhi enquired about ‘Applied and Pure science courses’, while 9% visitors in Kolkata and Delhi enquired on courses related to ‘Humanities.

The demand for ‘scholarships’ was observed to be highest in Kolkata with 36% students enquiring for the same

Newspapers continue to be the most popular source of information for students across all exhibition cities followed by internet and information received through the British Council.

Marketing

The Education UK November exhibitions were promoted widely to create awareness and generate interest for prospective students to attend the exhibitions and ensure maximum participation from the right audiences. Promotion was done via print advertising and online engagement.

Print advertising: a total of 72 adverts were released across 42 newspapers (combination of main + supplement) across the five exhibition cities. Details of city wise print media plan and outdoor promotion is available in annexure on page no 27

Additionally, media interactions were arranged before the exhibitions via press briefings and one-on-one interviews with senior staff of British Council and British High Commission.

Summary of press engagement:

Press Briefings and One-on-One Interviews	46 Connected Media	45 Media Interactions
	85 Articles generated	74 Print articles 11 Online articles
Press Releases and Media Invites		

- A total of **85 news impressions** were garnered:
 - This included 15 mainline clips and 11 financials clips and 47 regional clips, 11 online portals and 1 magazine coverage

CITY-WISE HIGHLIGHTS		
City	Media Attendance (Number of publications/channels)	Articles Generated
New Delhi	5	19
Mumbai	2	2
Kolkata	16	20
Chandigarh	9	23
Nagpur	14	21
Total	46	85

Online Engagement

The online audiences were engaged via Facebook and Twitter. Facebook promotions were carried out on the British Council India page and the global Education UK page.

A brief summary of the Facebook, Google and Twitter promotions are provided as below.

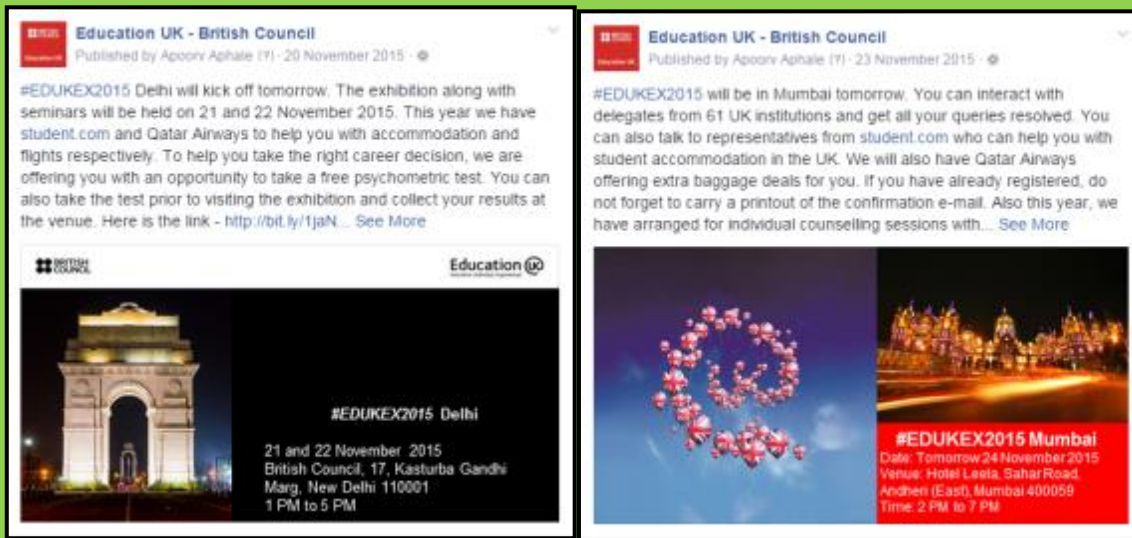
How the overall campaign worked:

Online:

On Education UK Facebook page the following activities were undertaken:

- Promoted posts – Geo targeted city specific

Following are a few examples of city specific promoted posts:



Through paid posts, 133,068 impressions were served and 119,589 people were reached on Education UK Facebook page.

City	No. of Posts	Reach	Impressions	Post Clicks	CTR (in %)	Engaged Users
Delhi	2	12,644	14,920	79	0.5	3,159
Mumbai	2	23,022	25,800	316	1.2	908
Kolkata	2	27,407	29,378	687	2.3	1,805
Chandigarh	1	13,759	14,938	210	1.4	13,005
Nagpur	1	7,746	9,773	109	1.1	112
Generic	3	35,011	38,259	342	0.9	4,764

Online:

- **Organic posts – City and subject specific**

The exhibitions were also promoted through organic posts on Education UK Facebook page. Posts were shared from 3 weeks prior to the exhibitions. Following are the screenshots of a few sample posts:



Summary:

Total Posts	Reach	Impressions	Post Clicks	CTR (in %)	Engaged Users
35	4,031	6,882	604	8.8	163

Additional paid posts and advertisements were done on Facebook. Below are a few screenshots:

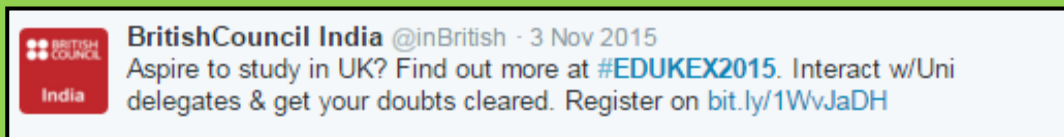
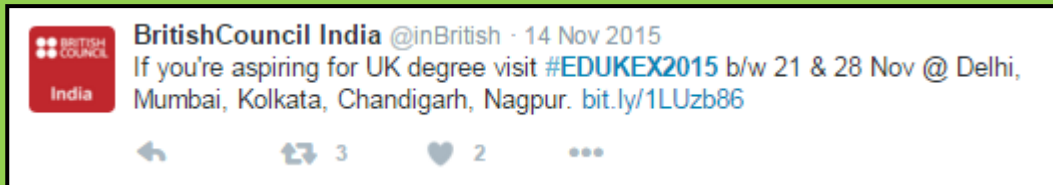


Summary:

The posts on Facebook reached out to 56,296 people and received 6,547 engagements by serving 95,109 impressions.

- **Twitter**

Tweets were shared from British Council India's (@inBritish) twitter handle with link to the registration page on Education UK India website. We used hash tag #EDUKEX2015. Following are a few samples of the tweets:



Live tweeting was done from Delhi and Mumbai exhibition venues.





Summary:

On twitter, the #EDUKEX2015 was exposed to users 1.2 million times from 160 mentions by 43 users.

Sources of information about the exhibition for local students:

Sources of information	Delhi	Mumbai	Kolkata	Nagpur	Chandigarh
Newspapers	25%	19%	52%	47%	22%
Internet	22%	8%	15%	9%	23%
British Council	36%	26%	18%	19%	38%
Radio, TV	3%	2%	3%	7%	1%
Email	3%	3%	2%	1%	4%
Poster	2%	1%	1%	1%	2%
Friend and relative	5%	5%	7%	8%	6%
Fliers	1%	1%	0%	1%	0%
Student's association	0%	1%	0%	1%	0%
Newsletter	0%	1%	0%	0%	0%
University, Teacher	1%	3%	1%	1%	2%
Embassy and consulate	0%	0%	0%	0%	0%
Others	1%	30%	0%	6%	1%

Budget

Nearly 61% of the exhibition budget was spent on advertising the exhibition

Reach

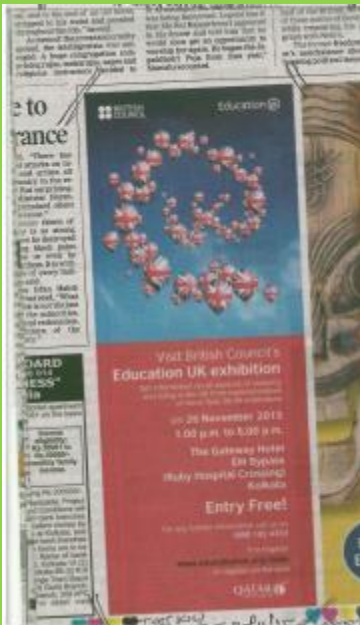
Newspapers is the more sought after medium for publicity of the exhibitions in India. Nearly 52% visitors in Kolkata, 47% in Nagpur and 25% in Delhi came to know about the exhibitions via newspaper adverts. We engaged with more than 1 million students via the online mediums and engaged with more than 30,000 students via Facebook. In Chandigarh and Delhi more than 20% students got to know about the exhibitions via internet promotion.

Examples of the marketing Include ...

Outdoor: example of outdoor hoardings



Print: example of print adverts



Print: example of print adverts



Visitor's Feedback

November 2015 - Visitor Feedback analysis (in %)						
	Delhi	Mumbai	Kolkata	Nagpur	Chandigarh	Average
1	Did you get all the information you were seeking					
Yes	93	89	90	91	86	90
No	7	11	10	9	14	10
Blank	0	0	0	0	0	0
2	Will you be making an application to UK now					
Yes	67	60	43	42	43	51
No	29	40	57	58	55	48
Blank	0	0	0	0	0	0
3	The extent to which you agree or disagree with each of the following statements					
A	The Exhibition met my expectations					
Strongly Agree	34	38	25	22	18	27
Agree	63	59	68	69	75	67
Neither	2	3	0	8	5	4
Disagree	2	1	6	1	0	2
Strongly disagree	0	0	1	0	2	1
Blank	0	0	0	0	0	0
B	Overall, the exhibition was a high quality event					
Strongly Agree	33	42	35	32	25	33
Agree	60	53	60	57	61	58
Neither	3	5	0	9	9	5
Disagree	1	0	4	0	0	1
Strongly disagree	0	0	1	1	2	1
Blank	0	0	0	0	0	0
C	I have acquired knowledge about UK education from attending the exhibition					
Strongly Agree	36	43	30	35	27	34
Agree	55	52	63	53	59	56
Neither	2	4	0	8	7	4
Disagree	2	1	6	3	2	3
Strongly disagree	0	0	1	1	2	1
Blank	0	0	0	0	0	0
4	As a result of this event, have any of the following increased at all?					
A	Your understanding of what the UK has to offer as a place to study?					
0 (not at all)	1	0	0	0	5	1
1	1	0	0	2	0	1
2	2	0	1	2	0	1
3	1	0	1	1	5	2
4	5	7	8	7	2	6
5	11	13	11	13	25	15
6	12	14	11	14	14	13
7	19	16	14	21	9	16
8	24	23	27	20	14	22
9	11	14	17	13	11	13
10 (increased very much)	12	13	10	7	11	11
Blank	0	0	0	0	0	0

November 2015 - Visitor Feedback analysis (in %)

	Delhi	Mumbai	Kolkata	Nagpur	Chandigarh	Average
B Your perception of the attractiveness of the UK as a place to study?						
0 (not at all)	2	1	0	0	2	1
1	0	0	1	0	0	0
2	1	0	0	4	2	1
3	1	2	1	3	5	2
4	3	5	7	10	2	5
5	12	10	15	13	7	11
6	11	12	12	16	5	11
7	15	18	10	14	21	16
8	23	24	25	19	18	22
9	19	16	17	12	18	16
10 (increased very much)	12	12	12	9	14	12
Blank	0	0	0	0	0	0
C Your intention to study/have your child study in the UK?						
0 (not at all)	3	2	0	8	7	4
1	1	0	1	5	0	1
2	1	3	3	2	0	2
3	2	5	10	7	0	5
4	4	8	4	6	5	5
5	7	12	8	8	9	9
6	13	13	16	11	2	11
7	14	13	18	14	16	15
8	19	13	17	20	16	17
9	17	17	14	10	25	17
10 (increased very much)	17	16	9	9	11	12
Blank	0	11	0	0	0	2
4 Rate the quality of service/s you have received						
Excellent	34	47	34	30	32	35
Good	54	48	57	57	57	55
Average	5	4	8	11	5	7
Bad	0	1	1	2	0	1
Very Bad	6	0	0	0	2	2
Blank	0	0	0	0	0	0
5 Have you taken part in any of the following activities organised by the British Council in the last 12 months?						
Education UK exhibition	11	9	19	17	16	14
IELTS	13	14	14	18	7	13
Education UK Briefing	9	10	3	5	2	6
No	60	70	62	59	66	63
Others	1	2	2	1	5	2
Blank	0	0	0	0	0	0
6 Did you take the Psychometric test?						
a Yes	19	NA	NA	NA	NA	19
No	55	NA	NA	NA	NA	55
Didn't know about the Psychometric Test	18	NA	NA	NA	NA	18

November 2015 - Visitor Feedback analysis (in %)							
		Delhi	Mumbai	Kolkata	Nagpur	Chandigarh	Average
6	How was your overall experience?						
b	Excellent	17	NA	NA	NA	NA	17
	Good	54	NA	NA	NA	NA	54
	Average	11	NA	NA	NA	NA	11
	Bad	0	NA	NA	NA	NA	0
	Very Bad	0	NA	NA	NA	NA	0
7	Did you attend any of the career based subject based seminars?						
a	Yes	26	46	32	NA	NA	21
	No	65	54	68	NA	NA	37
7	Did you find the seminar useful?						
b	Extremely useful	10	14	26	NA	NA	10
	Useful	28	33	52	NA	NA	23
	Average	5	6	21	NA	NA	6
	Bad	0	1	1	NA	NA	0
	Very bad	0	0	0	NA	NA	0
	Blank	57	0	0	NA	NA	11
8	Did you find the QR codes useful						
	Strongly agree	8	13	13	55	7	19
	Agree	44	44	44	23	66	44
	Neither	25	32	32	10	9	22
	Disagree	3	8	8	0	5	5
	Strongly Disagree	3	3	3	0	2	2
		0	0	0	0	0	0
	Recommend British Council to family/friends						
	0 (very unlikely)	0	0	0	0	0	0
	1	0	0	2	3	0	1
	2	1	0	0	2	2	1
	3	0	0	1	3	0	1
	4	2	5	2	6	2	3
	5	10	11	9	13	5	10
	6	6	9	9	11	7	8
	7	14	16	14	16	2	12
	8	18	20	20	19	20	19
	9	18	19	18	13	27	19
	10 (very likely)	23	20	25	14	23	21
	Blank	0	0	0	0	0	0

More than 60% visitors in Delhi and more than 40% in other cities were interested in making an application to a UK institution on immediate basis. This figure is an indicative that students visit the exhibitions with an intention to receive immediate offers at the exhibitions and it is also suggested that UK institutions should follow up with their database of students to ensure recruitment of these probable applicants.

In Kolkata 52% students found the career based seminars very useful, followed by 33% students in Mumbai and 28% in Delhi

More than 60% students in Kolkata and 44% in other cities found the 'QR codes ' useful

54% visitors in Delhi that took the Psychometric test have commented that the test was good and useful. This indicates that the innovative method of understanding student aptitude at the exhibition platform has been appreciated.

Exhibitor's Feedback

Exhibitors feedback analysis - Feb 2015 exhibition (in %)							
		Delhi	Mumbai	Kolkata	Nagpur	Chandigarh	Average
1	How would you rate the duration of the event						
	Too long	24	2	7	6	40	16
	Just right	64	96	93	94	60	81
	Too short	2	2	0	0	0	1
	Ideal duration	10	0	0	0	0	2
	Blank	0	0	0	0	0	0
2	What were your objectives for participating						
	Recruitment	19	26	30	6	10	18
	Profile Raising	2	2	4	94	0	20
	Both	76	72	67	0	90	61
	Blank	3	0	0	0	0	1
3	Assessment of Visitors at your Stand						
	Good number and good quality	27	71	48	19	10	35
	Good quality only	37	17	15	31	40	28
	Good number only	3	10	37	50	30	26
	Disappointing	32	2	0	0	20	11
	Blank	3	0	0	0	0	1
4	Assessment of the Exhibition in terms of Promotion of the Event						
	Very Good	15	28	26	19	10	20
	Good	36	60	56	69	40	52
	Satisfactory	22	12	4	12	50	20
	Unsatisfactory	14	0	0	0	0	3
	Blank	14	0	15	0	0	6
5	Assessment of the Exhibition in terms of Branding at the Event						
	Very Good	19	29	37	19	30	27
	Good	46	59	48	69	20	48
	Satisfactory	20	12	4	12	50	20
	Unsatisfactory	3	0	0	0	10	3
	Blank	12	0	11	0	0	5
6	Assessment of the Exhibition in terms of Overall Exhibition						
	Very Good	9	33	22	6	10	16
	Good	25	53	56	88	20	48
	Satisfactory	31	14	11	6	30	18
	Unsatisfactory	24	0	0	0	50	15
	Blank	10	0	11	0	10	6

Exhibitors feedback analysis - Feb 2015 exhibition (in %)							
		Delhi	Mumbai	Kolkata	Nagpur	Chandigarh	Average
7	Please give us your views on the innovations made at the exhibitions this year						
a	QR codes						
	Very Good	12	17	11	19	30	18
	Good	34	35	37	37	30	35
	Satisfactory	10	17	7	38	20	18
	Unsatisfactory	2	0	0	6	0	2
	NA/ Blank	41	31	44	0	0	23
b	Video Wall						
	Very Good	17	19	15	13	40	21
	Good	36	37	33	50	30	37
	Satisfactory	9	13	7	31	20	16
	Unsatisfactory	9	0	0	6	0	3
	NA/ Blank	29	0	44	0	0	15
c	Psychometric Testing		31				
	Very Good	10	NA	NA	NA	NA	10
	Good	29	NA	NA	NA	NA	29
	Satisfactory	5	NA	NA	NA	NA	5
	Unsatisfactory	7	NA	NA	NA	NA	7
	NA/ Blank	48	NA	NA	NA	NA	48
8	Rate the support to your business needs from BC before the event						
	Very Good	17	31	26	19	30	25
	Good	56	53	56	56	30	50
	Satisfactory	15	16	15	25	20	18
	Unsatisfactory	2	0	0	0	0	0
	Blank	12	0	4	0	0	3
9	Rate the support to your business needs from BC during the event						
	Very Good	17	29	33	19	20	24
	Good	53	49	44	56	40	48
	Satisfactory	15	4	15	25	30	18
	Unsatisfactory	2	0	0	0	0	0
	Blank	12	0	7	0	0	4
10	Did the Exhibition meet your expectations						
	Agree Strongly	7	20	11	12	10	12
	Agree	32	76	78	69	40	59
	Disagree	46	4	4	19	30	21
	Strongly Disagree	8	0	0	0	0	2
	Neither agree or disagree	8	0	7	0	0	3
	Blank	0	0	0	0	0	0

Exhibitors feedback analysis - Feb 2015 exhibition (in %)							
		Delhi	Mumbai	Kolkata	Nagpur	Chandigarh	Average
11	Overall, the Exhibition was a high quality event						
	Agree Strongly	7	24	19	6	20	15
	Agree	47	72	70	69	40	60
	Disagree	34	4	0	25	20	17
	Strongly Disagree	8	0	0	0	20	6
	Neither agree or disagree	4	0	11	0	0	3
	Blank	0	0	0	0	0	0
12	Have acquired knowledge about the market from participating at the exhibition						
	Agree Strongly	14	12	26	12	0	13
	Agree	53	69	56	69	70	63
	Disagree	24	19	4	19	20	17
	Strongly Disagree	3	0	0	0	10	3
	Neither agree or disagree	0	0	15	0	0	3
	Blank	0	0	0	0	0	0
13	How was this exhibition compared to last year						
	Much better	10	4	0	6	0	4
	Better	9	35	22	0	0	13
	Same	36	26	26	25	0	23
	Worse	9	4	0	0	0	3
	Much worse	29	0	0	0	0	6
	Didn't attend	2	31	44	69	0	29
	Blank	0	0	7	0	100	21
14	Will your institution consider attending a similar event next year?						
	Yes	25	60	56	44	30	43
	No	2	2	0	0	20	5
	Undecided	64	38	30	56	50	48
	Blank	0	0	15	0	0	3

78% delegates in Kolkata, 76 % in Mumbai and 69% in Nagpur 'agreed' that the exhibitions met their expectations. However 46% in Delhi were disappointed with the turnout at the Delhi exhibition.

88% delegates in Nagpur, 56% in Kolkata and 53% in Mumbai were happy with the overall turnout, branding and quality of students at these three exhibitions .

60% delegates in Kolkata and 56% in Mumbai mentioned that they shall attend the exhibitions next year too

More than 30% delegates across all exhibition cities were pleased with the introduction of QR codes at the exhibitions

Quotes from some exhibitors:

- Event was excellent and well organised
- Well Done! Sussex will be back again
- Impressed with both volume and quality of enquiries and support from British Council

Feedback quotes from some exhibitors:

- I think the time has come to tackle the agent fair issue. Having agent fairs on / around the date of the fair. It would be useful for the British Council to engage with both agents + universities to reach solution
- I haven't seen students using QR codes. Would be good if British Council offered options for special dictionary requirements this is very conflicting feedback!
- VISA refusal publicity might have affected numbers

Future steps

British Council action points

- The Delhi exhibition witnessed an increase in number to visitors at the exhibition by 35%. However most delegates have provided feedback about the decline of relevant queries at their stalls and a dip in the quality of students that visited the exhibition. Looking at the changing education scenario in the city of Delhi most delegates have recommended a shortened duration of the exhibition to a single day event in Delhi. We shall be considering the same for the next November exhibition.
- Additionally few delegates have also recommended to move the Delhi exhibition from the British Council premise to a neutral venue i.e. hotel (like all other Education UK exhibitions). This year at the exhibition we had to make some last minute layout changes and change the entry and exit point for students, this was due to a security mandate received at our end. The change in layout impacted the flow and movement of students at the exhibition hence most delegates felt that visiting students will be able to visit each stall and the flow of students will be managed better at a hotel venue as compared to the British Council. We shall evaluate this option for next November exhibition. The British Council premise in Delhi holds an excellent brand presence and is well known amongst the student population hence we shall evaluate the feedback and work out a mutually beneficial venue for the students and delegates for the next exhibition.
- Participating UK institutions have been suggesting we re-introduce the subject matrices at the exhibitions. The central team in the UK is working on the same and we shall have the same ready for next leg of exhibitions. This year we introduced the QR codes as an option where student could download the institution prospectus on their mobile phones at the entry point of the exhibition and before reaching the stalls. We are attempting to assist students to be more focused in their queries by providing such avenues. The QR code system doesn't replace the subject matrix but definitely helps students to understand the courses a UK institution offers before reaching the respective institution stall.

UK Institutions

- The registration analysis and delegate feedback forms have highlighted that enquiries related to Undergraduate courses in the UK are increasing year on year. Since this trend has been observed at the last few exhibitions and the same is backed with student visitor statistics; it is advised that UK institutions should increase their engagement and interaction with the schools in India. Schools counsellors are also an important medium and influencer in a student journey for higher education. UK institutions could either join the British Council for its 'schools tour' or the British Council can organise bespoke schools visits/lecture series' to help increase student engagement. There are options to reach out to students via the digital medium as well. Schools in India have various foreign delegations visiting each year –hence Indian students have abundant options for further education. It is advised that UK institutions should proactively engage with school students either face to face or through the digital mediums.
- Delegates are advised to set a positive example of studying and living in the UK and counsel students about the international exposure and global job opportunities that a UK degree can create. One way of doing this could be having successful alumni on stands as brand ambassadors of the Institution; this will also create a positive image of the Institution and showcase the global opportunities post completing education in the UK. Delegates are also advised to inform students visiting the exhibition about their career guidance services and other facilities available on campus.
- Most exhibitors realised that a lot of agents organise 'world exhibitions' around the British Council exhibitions which results in dilution of attendance at the Education UK exhibitions. British Council requests UK institutions to advise agents to support the British Council and market the Education UK

exhibitions to its student database. This will enhance the brand value of UK, and ensure that numbers at the Education UK exhibition do not decline and remain consistent.

Appendix

List of exhibitors (Alphabetical Order)

Sr. Nos.	Name of Institution
1	Anglia Ruskin University
2	University of the Arts London
3	Arts University Bournemouth
4	Aston University
5	Bangor University
6	Bath Spa University
7	University of Bath
8	Birmingham City University
9	University College Birmingham
10	University Of Birmingham
11	The University of Bolton
12	Bournemouth University
13	BPP University
14	University of Bradford
15	Brunel University
16	City University
17	Cranfield University
18	University for the Creative Arts
19	Durham University
20	University of East Anglia
21	The University of Edinburgh
22	Escp Europe Business School
23	University of Essex
24	University of Exeter
25	Glasgow Caledonian University
26	The Glasgow School of Art
27	University of Glasgow
28	Goldsmiths, University of London
29	Heriot-Watt University
30	University of Hertfordshire
31	University of Huddersfield
32	Imperial College London
33	University of Kent
34	King's College London
35	Kingston University London
36	Lancaster University
37	Leeds Beckett University
38	Leeds Trinity University College
39	University of Leeds
40	University of Lincoln
41	Liverpool Hope University
42	Liverpool John Moores University
43	London Metropolitan University
44	London South Bank University
45	University College London
46	Loughborough University
47	Manchester Metropolitan University
48	The University of Manchester
49	Middlesex University
50	NCUK
51	Newcastle University
52	The University of Northampton
53	Northumbria University
54	The University of Nottingham
55	University of Plymouth
56	University of Portsmouth
57	Queen Margaret University
58	Queen Mary University Of London
59	Queen's University Belfast
60	The University of Reading
62	Regent's University London
62	Richmond the American International University, London
63	Roehampton University
64	The Royal Agricultural University
65	Royal Holloway, University of London
66	University of Salford
67	School of Oriental & African Studies (SOAS), University of London
68	Sheffield Hallam University
69	The University of Sheffield
70	University of Southampton
71	Staffordshire University
72	University of Strathclyde
73	University of Sunderland
74	University of Surrey
75	University of Sussex
76	UCAS
77	University of West London
78	University of Warwick
79	University of Westminster
80	York St John University

www.britishcouncil.org/siem

© 2013 British Council. All rights reserved.

This document may not be amended, copied or distributed without express written permission.

Details of print and outdoor publicity

Advertising and promotion plan

The below annexure provided details of the media plan executed to promote each exhibition.

Delhi

Print advertising: 11 newspapers insert for duration of 15 days. Details as follows:

Publication	Editions	Circulations
Times of India -Main	New Delhi	879614
Delhi Times	New Delhi	650907
HT City	New Delhi	738867
Education Times	New Delhi	650907
Nav Bharat Times - Main	New Delhi	569055
HT Education	New Delhi	738867
Delhi Times	New Delhi	650907
Hindustan Times-Main	New Delhi	955814
HT City	New Delhi	738867
Hindustan Times-Main	New Delhi	955814
Delhi Times	New Delhi	650907

Radio: 8 day campaign across Red FM and Radio Mirchi

Outdoor: Poster campaigns, Roadshows and leaflet distribution was done outside 40 local institutions

Other:

E-flyers were sent to 60 schools and 76 local institutions across Delhi NCR.

Mumbai:

Print advertising: 17 adverts were released in 15 newspapers across the city for a period of 10 days

Details as follows:

Publication	Edition	Circulation
DNA	Mumbai	508,000
Bombay Times	Mumbai	789,000
Economic Times	Mumbai	224,000
Navbharat Times	Mumbai	138,000
Bombay Times Plus - Cuffe Parade - Mahim/Sion	Mumbai	175,000
Bombay Times Plus - Bandra -Borivali	Mumbai	325,000
Maharashtra Times	Mumbai	302,000
Gujarat Samachar	Mumbai	750,000
Bombay Times Plus - Andheri (W)	Mumbai	55,000
Bombay Times Plus - Santacruz -Juhu-Vile Parle	Mumbai	45,000
Bombay Times Plus - Goregoan - Malad	Mumbai	60,000
Education Times	Mumbai	789,000
Midday	Mumbai	380,000
Times of India	Mumbai	789,000
Mumbai Mirror - front page	Mumbai	602,000

Radio: promotion was carried out on two prime radio channels for a period of 7 days

Outdoor: College engagements and promotions were carried out in 10 local colleges in the city that included quizzes, poster and flyer dissemination) and there were Road shows conducted outside 50 local colleges to engage with prospective students. As part of pre-event visits, 40 local colleges were visited by SIEM team to promote the Mumbai exhibitions.

Other: E-flyers were sent to 90 schools and 200 colleges and to a student database of over 6000 students owned by the British Council

Kolkata:

Print advertising: 16 adverts were released across 12 newspapers in the city of Kolkata. Details are as below:

Publication	Editions	Circulations
The Telegraph	Main	451346
ABP Prastuti	Main	848324
Ananda Bazar Patrika	Main	1146171
Times of India	West Bengal	435807
The Staesman	West Bengal	153100
Cal Times	Kolkata	287945
Education Times	West Bengal	287945
Hindustan Times	West Bengal	20941
Sanmarg	West Bengal	115642
Bartaman	Gr Kolkata	355929
Eebela	Kolkata	348326
Eebela	Kolkata	348326
Times of India	Kolkata	435807

Radio: 8 day campaign across Red FM and Radio Mirchi

Outdoor: 2 hoardings were displayed at prime localities in the city for a period of 8 days

Other : Exhibition leaflets were distributed and a poster campaign was conducted across 25 local institutions. E-flyers were sent to 50 schools , 35 colleges and a student database of 3000 students.

Nagpur:

Print advertising: 16 adverts were released in 6 newspapers to promote the Nagpur exhibitions. Details are as below:

Publication	Edition	Circulation
Hitavada	Nagpur	95,000
Lokmat	Nagpur	280,000
Lokmat Times	Nagpur	15,000
Loksatta	Nagpur	65,000
Lokmat Samachar	Nagpur	90,000
TOI	Nagpur	50,000

Radio: promotional spots on Radio were carried out on three popular radio stations in the city for a period of 7 days before the exhibition.

Outdoor: College promotion were carried out in 6 local colleges (including quizzes, flyer dissemination); Road show were conducted outside 26 local colleges and as part of pre-exhibition promotion 20 local colleges were visited by the SIEM team to promote the exhibitions.

Others: E-flyers were sent to 15 schools, 40 colleges and 1500 student database promoting the exhibitions.

Chandigarh:

Print advertising: 12 adverts were released in 9 newspapers for a period of 8 days to promote the exhibitions.

Details are as below:

Publication	Editions	Circulation
Hindustan Times-Main	Chandigarh	143398
Chandigarh Times	Chandigarh	28708
Times of India -Main	Chandigarh	82160
HT City	Chandigarh	45422
Education Times	Chandigarh	28708
Tribune Main	Chandigarh	321646
HT Education	Chandigarh	28708
Chandigarh Tribune Supplement	Chandigarh	62324
Chandigarh Times	Chandigarh	28708
HT City	Chandigarh	45422
Dainik Bhasker	Chandigarh	167577
Tribune Main	Chandigarh	321646

Radio: 8 day radio campaign was carried out on two local radio stations to promote the exhibitions

Outdoor: Roadshow were organised in 40 institutions in Mohali and Panchkula (satellite cities of Chandigarh) , Leaflets were distributed, posters exercise was carried out in 40 local institutions across Chandigarh to promote the exhibitions.

Others: E flyers were sent to 30 schools, 30 colleges and to a student database of over 1000.

Pictures take at the exhibitions:





Snapshot of the coverage:



60 UK univs woo students at fair

Mumbai: Students from the city aspiring to study in UK got an opportunity to interact with representatives of over 60 universities at the Education UK Exhibition hosted by the British Council on Tuesday.

The students interacted with the universities on a one-on-one basis and got their questions on course choices, visas, applications and scholarships answered. **TNN**

British Council brings Education UK exhibition to Delhi

Aiming at improving educational collaboration with India, the British Council conducted Education UK Exhibition—as part of its GREAT Britain campaign—in Delhi on November 21-22 to help aspirants know more about the opportunities in the UK. Speaking at the curtain raiser event, Andrew Soper, Minister Counsellor (Political & Press), British High Commission, discussed how they are addressing various concerns to attract more Indian students. “We are trying to make the visa application process simpler. India has more visa application centres than anywhere else in the world,” Soper said, adding that last year 88% of applications were successful. Emphasising that “India matters” to the UK, he spoke at length about the scholarships Britain offers. The country, he said, offers biggest-ever scholarships to Indian students including its largest Chevening programme (with a budget of £2.6 million). On the occasion, the British Council also announced its GREAT Scholarships that are now worth over £1.5 million, with over 400 scholarships on offer in 2015-16. Scholarships are still available for the January window of applications. In fact, there will be as many as 260 GREAT Scholars in the academic year of 2016-17. Another major initiative of the British Council in India has been the India-UK student exchange programme, which will support up to 25,000 UK students gain skills and experience in India by 2020. To contribute in this objective, Tata Consultancy Services (TCS) will create 10,000 UK intern opportunities in India.

‘Keen to attract as many Indian students as possible’

Chevening to extend 130 scholarships with £2.6-m budget: British High Commissioner

CHETNA MENRA
New Delhi, December 18

The UK government’s Chevening scholarship programme is now the world’s largest, and is extending 130 scholarships with a budget of £2.6 million for 2015-16, says Andrew Soper, Minister Counsellor (Political and Press) British High Commission, and acting High Commissioner to India. Soper recently kicked off the Education UK Exhibition, attended by 60 UK-based universities in the capital. He spoke to **IBN** on Campus on why the UK is a compelling destination for Indian students. Excerpt:

The options to study abroad are expanding, with students going to other European countries, as well as New Zealand and Australia. Why would Indian students opt for the UK instead?

We are very keen to attract as many Indian students as possible. We recognise that it is a great deal to decide to study abroad. You have to get a visa, and the education itself is quite expensive. We are trying to address these issues and make things easier. We are also trying to make the process for an Indian student to get a visa as simple and painless as possible.

In addition, we are simplifying the application process, and are providing guidance on how to apply.

We have opened more visa application centres all over India. There are more centres in India than in any other country. The net result is that getting a student visa for the UK is not difficult.

You just need to have admission in the University, and need to speak good English, and you are pretty much going to get your visa. Last year, 88 per cent of visa applications to the UK were successful.

Do Indian students get employed in the UK? In case they come back home, is the UK system conducive to working in an emerging economy?

We are very confident that the degree you earn in the UK will be a very valuable one and will bring you success as a freshman in India or anywhere in the world. If you choose to study and then work in the UK you can do so, so long as you get a recognised graduate level job that pays you about £21,000 a year.

How many Indian students do you expect will come to the UK?

The UK attracts over 53,000 international students annually and, of those, the largest numbers are Americans, Chinese and then Indians.

Looking at the statistics, in terms of where Indian students go to study internationally, at top of the list is the USA, followed by the UK.

What programmes are Indian students usually more interested in?

Traditionally Indian students have opted for management, business, IT and engineering courses.

But the UK has about 40,000 different courses and now they are taking up various other vocational courses too.

Traditionally, Indian students have opted for management, business, IT and engineering courses.

ANDREW SOPER
British High Commissioner

ब्रिटिश काउंसिल की 1.5 मिलियन की स्कालरशिप

महानगर संवाददाता नागपुर. ब्रिटेन और भारत के बीच शिक्षा के आदान-प्रदान की दिशा में व्यापक कदम उठाए जा रहे हैं. इस दिशा में ब्रिटिश काउंसिल ने 1.5 मिलियन से अधिक की ग्रेट स्कालरशिप योजना की घोषणा की है, जिसमें सत्र 2015-16 में 400 से अधिक स्कालरशिप प्रदान की जा रही है. पूरे इंग्लैंड, स्कॉटलैंड, वेल्स और उत्तर आयरलैंड में 57 संस्थानों में कुल 83 अंडरग्रेजुएट और 318 पोस्ट ग्रेजुएट पाठ्यक्रमों के तहत इंजीनियरिंग, कानून, बिजनेस, कला और डिजाइन, बायोसाइंस, आईटी विषयों की शिक्षा प्रदान की जाएगी. आवेदनों के जनवरी विंडो के लिए भी स्कालरशिप उपलब्ध है. वर्ष 2016-17 में 260 ग्रेट स्कालरशिप होगी. यह जानकारी ब्रिटिश काउंसिल की वेस्ट इंडिया डायरेक्टर शेरन मेमिस ने पत्र परिषद में दी. उन्होंने बताया कि ब्रिटेन में विश्व स्तरीय विश्वविद्यालय है, जिनमें 4 विश्व के 10 सर्वोच्च विश्वविद्यालयों में से है. यहाँ दुनिया के सर्वोच्च 200 विश्वविद्यालयों में से 30 है. ब्रिटेन में 200 देशों के 4,90,000 से अधिक विदेशी छात्र पढ़ाई करते हैं. पिछले वर्ष भारत से 21,000 छात्र पढ़ाई के लिए आए थे.

CAMPUS

UK EDUCATION FAIR ON THURSDAY

The British Council is holding an education fair on November 26 at The Gateway Hotel (near the Ruby rotary) from 1pm to 4pm. Here, students interested in studying in the UK and their parents can meet representatives from 28 UK universities and receive information on undergraduate, postgraduate and research programmes available. They can also attend seminars conducted by educationists from the UK on various topics, including courses and visas.



University of the Arts, London, is one of the 28 participants at Education UK Exhibition 2015

Newton-Bhabha Programme is a five-year \$60 million joint initiative between the governments of India and the UK to fund PhD students, mostly in the sciences.

Working in the UK

Asked about recent reports that the UK government was willing to move to allow Indian students to work for some time after their studies ended, Sen said there weren't any updates yet. Currently Indian students can work for up to 20 hours a week and stay on if they land a job that pays them at least £20,000 a year. Out of around 20,000 Indian students last year, around 4,000 got job visas.

"That's a pretty good figure, one out of every five Indian students get a work visa and stayed on after their courses got over," Sen said.

Top courses

According to Sen, Britain does very

It always helps if students do a little bit of study before coming to the education exhibition. Visit the UK education website www.educationuk.org/india. We also have the university statistics website www.unistats.direct.gov.uk, which tells you which university is strong in which courses. The universities that people have heard of here may not be the best for you in terms of the course you have chosen. That's where unistats helps. There's also RAE (www.rae.ac.uk), a research rating website which tells you on a scale of 1 to 5 which department in which university has what rating. So look up these websites and make your visit to the exhibition much more productive!



Sujata Sen, director, East India, British Council

well not only in the "stem" sciences, technology engineering and math) courses, but also in social sciences, art and design, media and education and a lot of interdisciplinary courses. There is also "Teach" or Teachers of English to speakers of other languages, a unique course that is taught only in the UK.

Entry details

Entry is free at the Education UK Exhibition 2015. Visitors can walk in at any spot registrations at The Gateway Hotel. Students can also look into British Council partners like the State Bank of India for easy loans and Qatar Airways for ticket deals.

ब्रिटिश काउंसिल ने लगाई एजुकेशन यूके एग्जीबिशन

अनर उजाता सूरी



चंडीगढ़। ब्रिटिश काउंसिल को और से बुनियात को वेक्टर-10 के एक बोटल में एजुकेशन यूके एग्जीबिशन-2015 को मेजबानी को गई। इस एग्जीबिशन का लक्ष्य छात्रों को यूके में पढ़ाई के अवसरों के बारे में जानकारी देना था। ब्रिटिश काउंसिल ऑरिएशन पर, इंडिया भी हायवेक्टर रिल कंसिडर को ने कहा कि इंटरराष्ट्रीय अनुसंधान, नवजात और उपनवजातों के लिए प्रीविय ब्रिटिश विश्वविद्यालयों में दुनिया भर के जाने माने विध्विद और इच्छा से जुड़े लोग आते हैं।

490,000 से अधिक विदेशी छात्र पढ़ाई करते हैं और यहां छात्रों को एक पारंपरिक अंतरराष्ट्रीय अनुभव मिलता है। एजुकेशन यूके एग्जीबिशन में भाग लेने वाले यूनिवर्सिटी ऑफ सलवेंड, द रॉयल एग्जिक्यूटिवल यूनिवर्सिटी, यूनिवर्सिटी ऑफ गोट्समाउथ, एडमंड्स यूनिवर्सिटी, एचपी यूके - द यूनिवर्सिटी केंसिंग्टन, सिडरहैमस यूनिवर्सिटी, यूनिवर्सिटी ऑफ लिंक्न, यूनिवर्सिटी फॉर द डिस्टेंस अस्टर्स, यूनिवर्सिटी ऑफ ब्रैडफोर्ड यूनिवर्सिटी कॉलेज बर्मिंघम व बर्मिंघम सिटी यूनिवर्सिटी ने भाग लिया।

यहां विश्व स्तरीय विश्वविद्यालय हैं, जिनमें सब विश्व के इस सर्वोच्च विश्वविद्यालयों में से हैं और जहां दुनिया के सर्वोच्च 200 विश्वविद्यालयों में से 30 हैं। यह पढ़ाई करने और रहने के लिए सिल्विल रूप से एक स्वच्छ और विश्वस्तरीय स्थान है। यहां 200 देशों के

UK education fair goes green & paperless

HT Correspondent
siddh@indianexpress.com

KOLKATA: The Education UK Exhibition hosted by the British Council every year has just added a green feather to its cap.

In an attempt to go paperless, this year's Education UK Exhibition in Kolkata to be held on November 26 at the Gateway Hotel will make an attempt to go paperless. Candidates will be able to access all the information of the participating universities at the fair just by scanning a QR Code.

"That way students will not be required to collect any brochure physically. All the information will be on his or her phone, which can be accessed any time," said Sujata Sen, director, East India, British Council.

However, for those who are not tech savvy there will be printed brochures and forms. "The QR Code scan is an attempt to go paperless and to assist the youth of today to store information in the way convenient to them. However, those who might find the proposition difficult there will be printed materials too," said Sen.

This is for the first time that the Education UK Exhibition throughout the country is attempting to go paperless.

Visitors to the one-day exhibition in Kolkata will get a unique opportunity to talk to representatives from over 25 UK universities on a one-on-one basis and get all the questions answered on course choices, visas, applications, scholarships and more.

The exhibition will be organised to provide information on undergraduate, postgraduate and research programmes in the UK and also give information on student life and culture. The participating students will also get an opportunity to be a part of a number of insightful seminars on topics ranging from career planning, student visas to IELTS.

The participating universities include University of the Arts London, Arts University Bournemouth, University College Birmingham, King's College London, University of Kent, University of Sussex, University of Leeds and The University of Nottingham.

ब्रिटिश कौन्सिलची 1.5 मिलीयनची स्कॉलरशिप

नागपुर, ब्रिटेन व भारता मध्ये शिक्षेची देवाण घेवणा करणाऱ्या दिशेने विस्तृत पाऊल उचलले आहे. या दिशे मध्ये ब्रिटिश कौन्सिलने 1.5 मिलीयन पेक्षा अधिक ग्रेट स्कॉलरशिप योजनेची घोषणा केली आहे. ज्यामध्ये सन 2015-16 मध्ये 400 पेक्षा अधिक स्कॉलरशिप प्रदान करण्यात आल्या आहेत. संपूर्ण इंग्लंड, स्कॉटलंड, वेल्स आणि उत्तर आयरलंड मध्ये 57 संस्थानचे एकूण 83 अॅम्बेसॅडोर्शिप 318 पोस्ट डॉक्टरेट पाठ्यक्रमामध्ये हीजनिंगरींग, कायदे, बिजनेस, कला आणि डिजाईन, चाकोसप्रेस, अद्युटी विषयानमध्ये शिक्षा ग्रहण केली जाईल.



अर्जवर्ताना जानेवारी विडोची स्कॉलरशिप उपलब्ध आहे. वर्ष 2016-17 मध्ये 260 ग्रेट स्कॉलरशिप होईल.

ही महिती ब्रिटिश काउंसिलची वेस्ट इंडिया डायरेक्टर डेरेक मेगीस यांनी दिली आहे. त्यांनी सांगितले की ब्रिटेन मध्ये जागतिक स्तरावरील विश्वविद्यालय आहे, ज्यामध्ये 4 विश्वाच्या 10 सर्वोच्च विश्वविद्यालय मधील एक आहे. येथे जगातील सर्वोच्च 200 विश्वविद्यालयामधील 30 आहे. ब्रिटेन मध्ये 200 देशातील 490000 पेक्षा अधिक विदेशी विद्यार्थी शिक्षा घेत आहे. गेल्या वर्षी भारतातील 21 हजार विद्यार्थी शिक्षा घेऊन आले आहे.

End of Report

www.britishcouncil.org/siem

© 2013 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission.