



The right leads to a great future

Education UK Exhibition - India

2 to 7 February 2013

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1. Event fact file

Venue	Vivanta by Taj Bangalore	Taj Coromandel Chennai	Hotel Taj Krishna Hyderabad	Le Meridien Pune
Date	2 February 2013	3 February 2013	5 February 2013	7 February 2013
Opening hours	1400 to 2000 hours	1400 to 2000 hours	1400 to 1900 hours	1300 to 1900 hours

2. Key statistics

	Bangalore		Chennai		Hyderabad		Pune	
	2013	2012	2013	2012	2013	2012	2013	2012
Attendance : Visitors	1248	1400	1277	1450	1086	950	1412	927
Exhibitors :								
Further education	1	1	1	1	1	1	1	--
Higher education	57	57	61	57	36	37	44	45
Independent college/ non partner	--	--	--	--	--	--	--	--
UCAS/ Associate member	--	--	--	--	--	--	--	--
Total number of exhibitors	58	58	62	58	37	38	45	45

Visitors primary market objectives	Bangalore		Chennai		Hyderabad		Pune	
	2013	2012	2013	2012	2013	2012	2013	2012
Level of study (in per cent)								
Undergraduate degree	30	18	22	18	23	25	30	20
Postgraduate degree	57	67	64	69	66	62	59	59
PhD	8	10	8	6	8	10	6	10
Others	5	5	6	7	3	3	5	11

Seminar attendees at the exhibition

Bangalore		Chennai		Hyderabad		Pune	
2013	2012	2013	2012	2013	2012	2013	2012
275	476	344	511	354	474	549	260



Main subjects of interest (per cent)	Bangalore		Chennai		Hyderabad		Pune	
	2013	2012	2013	2012	2013	2012	2013	2012
Business & management/ finance	16	15	9	14	9	12	15	14
MBA	12	14	12	19	12	15	15	17
General engineering	16	15	28	22	28	25	18	16
IT/computer science	9	8	13	11	13	13	12	9
Biotechnology	3	6	3	5	3	4	2	8
Art and design related courses (incl architecture, fashion)	4	3	1	3	3	3	4	4
Media related courses (Inc advertising & journalism)	4	4	2	3	2	3	4	4
Law	3	3	2	2	2	2	4	4
Hotel mgmt/tourism	1	3	1	3	2	2	3	2
Social sciences/humanities	5	3	2	2	2	2	3	5
Others	27	26	27	16	24	19	24	17

Demographics of visitors (per cent)	Bangalore		Chennai		Hyderabad		Pune	
	2013	2012	2013	2012	2013	2012	2013	2012
Gender								
Male	68	65	72	75	78	77	73	67
Female	32	35	28	25	22	23	27	33

*A full list of exhibitors can be found in Appendix 1 on page 9

3. Impact of marketing plan

Over 93 advertisements were released in nearly 49 newspapers including English dailies and regional papers across the exhibition cities during the month of January and February to promote the exhibitions. The exhibition was extensively promoted on social media sites like Facebook and other online portals.

Across all exhibitions cities, nearly 35 per cent attendees at the exhibition came to know about the event through newspaper advertising (detailed analysis provided in city specific media coverage).



Budget: Nearly 64 per cent of the total southern budget was spent in advertising the Bangalore, Chennai and Hyderabad budget, while 59 per cent budget was spent to advertise the Pune exhibition.

Facebook: City-specific Facebook advertising was carried out for a period of 3 weeks. The same had over 25,000 'likes' and engaged over 8500 users on the Education UK-British Council India homepage.

SMS campaign: The campaign targeted over 0.95 million across all four exhibition cities.

Online advertising: The exhibition was promoted via banner advertising on popular portals like yahoo.com, and rediff.com. More than 5.5 million impressions were carried out via banner advertising. A mailer campaign was carried out on third party websites across all four exhibition cities, more than 1 million users were targeted through this mailer campaign. For the first time we advertised the exhibition on www.meetuniversities.com for a period of 15 days.

Tele-calling: A tele-calling activity was carried out confirming participation of students who registered online for the exhibition and the users that were targeted for the SMS campaign.

On line registrations: Across all exhibitions cities, certain percent of attendees registered online for the event. In the cities of Pune and Bangalore, 36 per cent online registrants actually attended the exhibition. While in the cities of Chennai and Hyderabad, 29 per cent and 17 per cent online registrants came for the exhibition and the balance were walk-in registrations.

Detailed media coverage in each region can be found below and more detailed exhibition promotion details can be found in Appendix 4.

In **Bangalore**, the exhibition was advertised in 11 newspapers with a total of 23 advertisements being released. These advertisements reached to readers in the state of Karnataka (including city editions covering Bangalore, Mysore and Manipal). Some of the popular English dailies that carried the exhibition promotion were The Deccan Group, The Hindu, Economic Times and The Times of India including the respective supplements. Regionally the exhibition was promoted in newspapers like Vijayavani, Vijay Karnataka and Prajavani. The circulation figures of these newspapers are available in Appendix 4.

The exhibition was also promoted via hoardings in 40 keys institutions, 25 prime locations and branding of the exhibition was done alongside on Bus shelters. 27 per cent visitors to the exhibition came to know about the same through newspapers while 15 per cent visitors came to know through friends/family and recommendation, 12 per cent each through the British Council website and through their own institution.

In **Chennai**, the exhibition was advertised through 34 advertisements in 22 regional and English dailies. The reach was in the state of Tamil Nadu (including city editions covering Chennai and Pondicherry). Advertisements were released in The Hindu, The Times of India, New Indian Express, Deccan Chronicle and the supplements of these newspapers. The regional newspapers where the exhibition was publicised were Dinamalar, Dinakaran, Dinamani, Daily Thanthi and two regional magazines - Puthiya Thalaimurai and Pudhiya Thalaimurai – Kalvi. For more details on newspapers and circulation figures please refer to Appendix 4. Thirty-one per cent of visitors at the exhibitions got to know about the same through newspapers advertising, 15 per cent through recommendation by friends/family and 11 per cent through British Council website. The exhibition was also promoted through banners at 25 prime locations, hoarding at 40 local institutions, 13 bus shelters and screens across 18 theatres.

The exhibition in **Hyderabad** was promoted in 9 newspapers with 26 advertisements. The reach of these advertisements were throughout the state of Andhra Pradesh. These adverts featured in English dailies like The Hindu, The Times of India, New Indian Express, Deccan Chronicle and its supplements. The Regional newspapers where the exhibition was publicised were Eenadu (Main and Education supplement), Sakshi (Main and Education supplement), Hindi Milap and Siasat. The complete list of newspapers and their circulation figures are available in Appendix 4 page no 14 onwards.



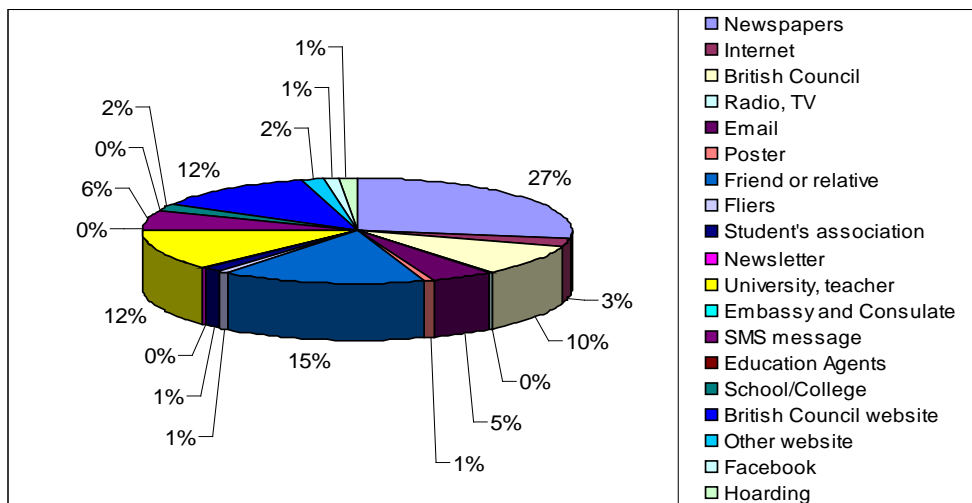
The exhibition was also promoted through Banners at 25 prime locations, hoarding at 40 local institutions, 13 bus shelters and screens across theatres. 39 per cent visitors to the exhibition got to know about the same through newspapers, 14 per cent through the British Council website, and 7 per cent each through their own institution and through friends, family and recommendation.

The exhibition in **Pune** was advertised in 7 newspapers with 10 advertisements released. The exhibition was promoted in newspapers like The Times of India (including Education supplement), DNA Academy, Pune Newlines and Pune Times while the regional newspapers targeted were Sakal and Pune Vrutant. The exhibition was also advertised through local radio channels and a visit to local institutions. 40 per cent attendees to the exhibition came to know about the same via newspapers followed by 17 per cent through British Council website, 11 per cent through friends, family and recommendation, and 6 per cent through SMS Campaigns. The highest number of visitors that got to know about the exhibition via the SMS campaign was in the city of Pune.

A snapshot of 'sources of information' for all visitors:

Bangalore:

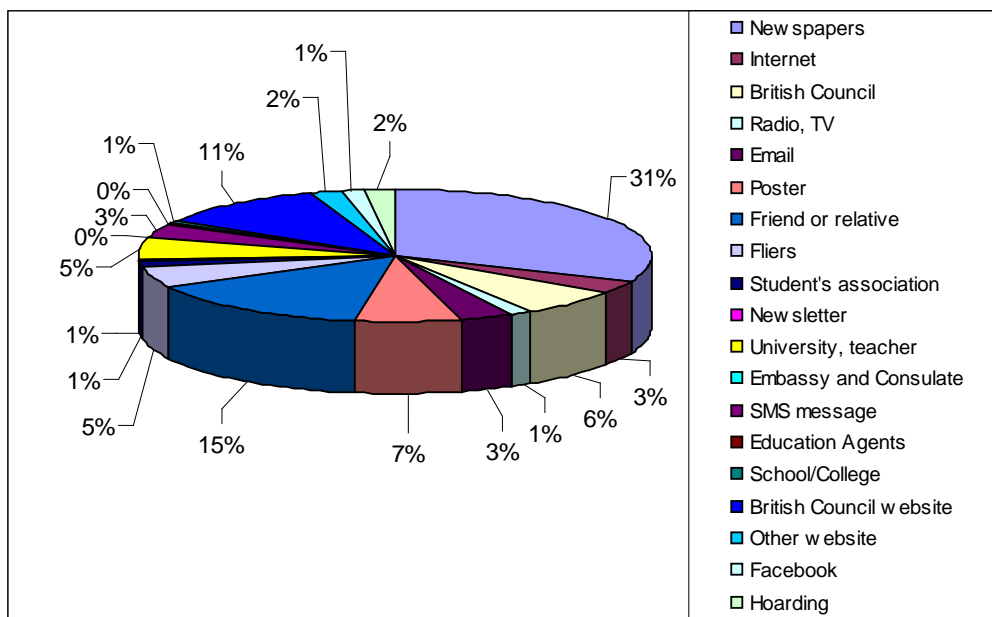
Sources of information	Bangalore
Newspapers	291
Friend or relative	161
University, teacher	132
British Council website	131
British Council	102
SMS message	65
Email	50
Internet	27
School/College	22
Other website	17
Student's association	16
Hoarding	14
Facebook	14
Poster	10
Fliers	10
Newsletter	3
Radio, TV	2
Education Agents	2
Embassy and Consulate	0





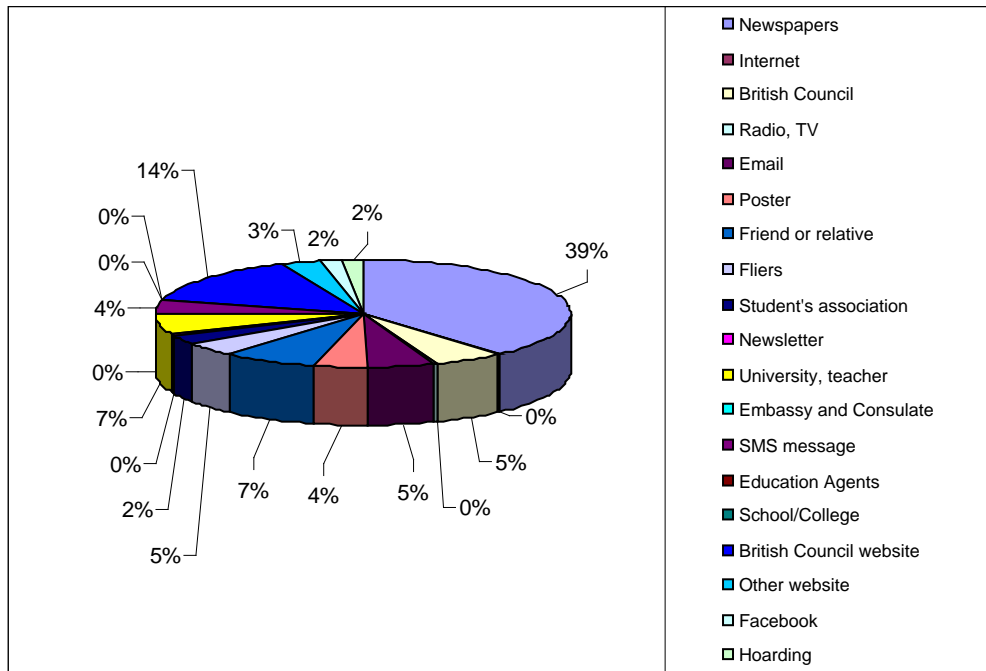
Chennai:

Sources of information	Chennai
Newspapers	445
Friend or relative	209
British Council website	154
Poster	93
British Council	90
Fliers	74
University, teacher	72
SMS message	49
Internet	48
Email	47
Other website	29
Hoarding	26
Facebook	21
Student's association	19
Radio, TV	19
School/College	10
Newsletter	8
Education Agents	4
Embassy and Consulate	0



Hyderabad:

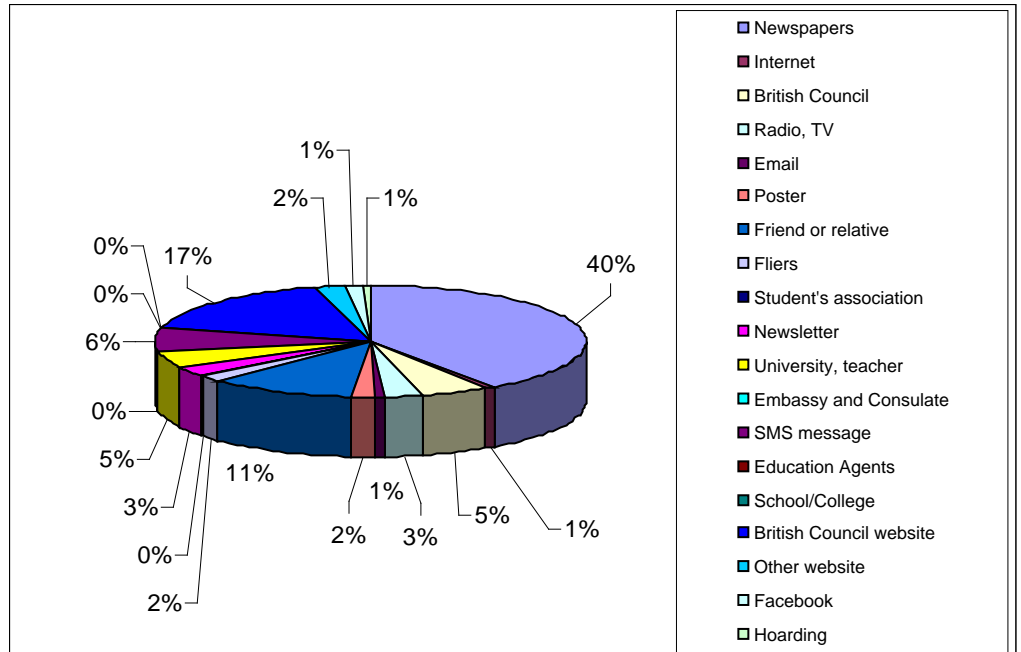
Sources of information	Hyderabad
Newspapers	324
British Council website	121
Friend or relative	60
University, teacher	55
Email	45
British Council	44
Fliers	39
Poster	35
SMS message	32
Other website	27
Student's association	20
Hoarding	14
Facebook	13
Newsletter	4
Internet	3
School/College	1
Radio, TV	1
Education Agents	1
Embassy and Consulate	0





Pune:

Sources of information	Pune
Newspapers	241
British Council website	101
Friend or relative	67
SMS message	38
British Council	31
University, teacher	30
Radio, TV	17
Newsletter	17
Other website	14
Poster	10
Fliers	10
Facebook	7
Internet	5
Hoarding	4
Email	4
Student's association	2
School/College	2
Embassy and Consulate	0
Education Agents	0

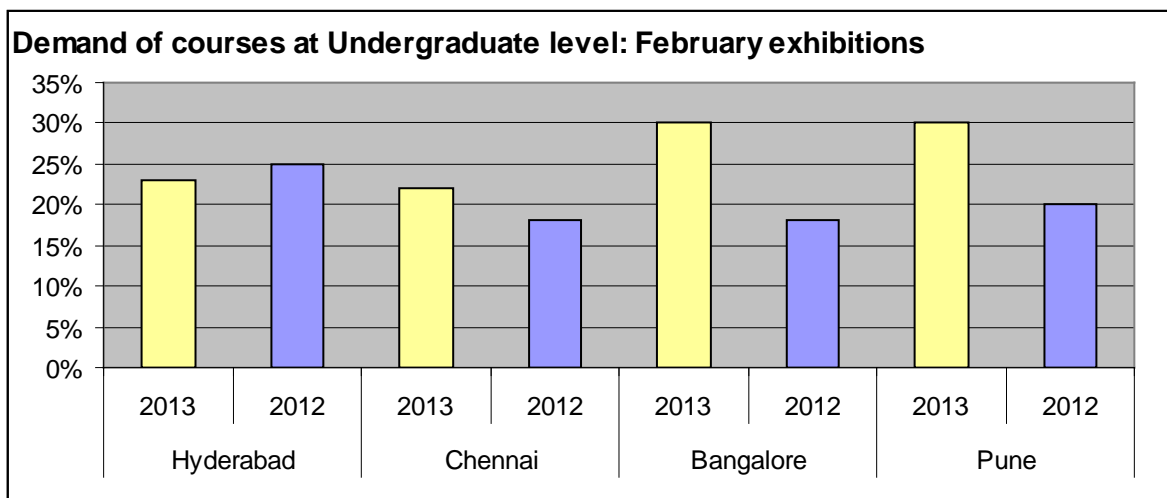




4. Conclusions and follow up

4.1 Key recommendations for institutions

- It is recommended that delegates advise Indian students about global career opportunities available after gaining a degree from a UK institution. With the closure of the PSW Post Study Work scheme, a dip in number of students applying to the UK has been observed. While the British Council in India is making efforts to create a positive image about the UK, positive messages from UK delegates representing HEIs will definitely help Indian students to reinforce their decision of studying in the UK. Delegates are also advised to inform visitors at the exhibition about their career guidance services and other facilities available at the institutions.
- It is recommended that delegates carry brochures related to scholarships offered by their respective institution. This will help them to better publicise their courses along with pitching scholarships and bursaries they offer.
- Institutions are strongly advised to send information about the delegates participating at the exhibitions by the deadline stated in the exhibition handbook. They are also requested to send in their fully completed forms in the format prescribed in the handbook and send one form for each delegate. Any information that is sent after the deadline is extremely difficult to incorporate.
- General observation across all exhibition cities has been that there is an increase in UG queries hence it is recommended that delegates actively focus on the UG segment in addition to consolidating the postgraduate market. The delegates could take support by participating in British Council initiatives which actively work towards creating such platforms. Please find below the snapshot of the last two year's enquiry trends on Undergraduate courses at the February exhibitions.



The above graphical representation clearly indicates that there was an increase in queries related to Undergraduate courses across all exhibition cities except the city of Hyderabad.



4.2 Key recommendations for the British Council

- Most delegates have suggested reducing number of hours for all the exhibitions and making the event a 5 hour event; especially for Bangalore and Chennai. We shall consider the same for the February 2014 exhibition.
- British Council is considering moving the Bangalore exhibition to the month of November. A few delegates have also recommended the same owing to the feedback received via their local agents about students being amidst their exams.
- Some delegates have requested to introduce a day break between the Bangalore and Chennai exhibitions. We are in the process of checking the viability of shifting the Bangalore exhibition to the month of November
- Certain institutions have requested to have free Wi-Fi connections at all exhibition venues. We shall gauge options for the exhibition next year.
- Most delegates appreciated the All India networking reception and the concise presentation made in Bangalore that captured the key events of the year.



Appendix 1: List of participating institutions

Sr. No.	Name of Institution
1	University of Abertay Dundee
2	Aberystwyth University
3	Anglia Ruskin University
4	University of the Arts London
5	Aston University
6	Bangor University
7	University of Bedfordshire
8	Birkbeck, University of London
9	Birmingham City University
10	University College Birmingham
11	University of Birmingham
12	Bournemouth University
13	Bradford College
14	University of Bradford
15	Cardiff University
16	University of Central Lancashire
17	University of Chester
18	City University London
19	University for the Creative Arts
20	De Montfort University
21	University of Glasgow
22	The Glasgow School of Art
23	University of East Anglia
24	Edge Hill University -Liverpool
25	Edinburgh Napier University
26	EF International Academy
27	University of Exeter
28	University of Gloucestershire
29	Goldsmiths, University of London
30	University of Greenwich (London)
31	Heriot-Watt University
32	University of Hertfordshire
33	University of Hull
34	King's College London
35	Keele University
36	University of Kent
37	Kensington College of Business, London
38	Kingston University London
39	University of Leeds
40	Leeds Metropolitan University
41	Liverpool Hope University
42	Liverpool John Moores University
43	University of London International Programmes LSE - ISBF
44	London South Bank University
45	University College London (UCL)
46	Loughborough University
47	Manchester Metropolitan University
48	The University of Manchester
49	Middlesex University
50	Newcastle University
51	The University of Northampton
52	Northumbria University (Newcastle)
53	Plymouth University
54	University of Portsmouth
55	Queen Margaret University, Edinburgh
56	Queen Mary, University of London
57	Queen's University Belfast
58	University of Reading
59	University of Roehampton
60	Royal Holloway, University of London
61	University of Salford
62	SOAS, University of London
63	Sheffield Hallam University
64	The University of Sheffield
65	University of Southampton
66	Staffordshire University
67	University of Strathclyde, Glasgow
68	University of Sunderland
69	University of Surrey
70	The University of Sussex
71	Swansea University
72	Teesside University
73	University of Warwick
74	University of the West of England
75	University of Westminster, London
76	York St. John University
77	The University of York
78	Others: UK Border Agency



Appendix 2: Visitors' survey results

Visitors feedback analysis - February 2013 exhibition (in per cent)						
		Bangalore	Chennai	Hyderabad	Pune	Average
1	Did you get all the information you were seeking					
	Yes	86	91	89	94	90
	No	13	8	11	6	10
	Blank	1	1	0	0	1
2	Will you be making an application to UK now					
	Yes	53	48	48	38	47
	No	43	42	44	45	44
	Blank	4	10	9	17	10
3	The extent to which you agree or disagree with each of the following statements					
A	The Exhibition met my expectations					
	Strongly Agree	24	28	31	31	29
	Agree	69	66	64	62	65
	Disagree	5	4	4	4	4
	Strongly disagree	1	1	1	1	1
	Blank	0	1	1	2	1
B	Overall, the exhibition was a high quality event					
	Strongly Agree	33	38	37	44	38
	Agree	61	56	55	49	55
	Disagree	3	3	3	4	3
	Strongly disagree	1	1	0	1	1
	Blank	1	3	4	2	3
C	I have acquired knowledge about UK education from attending the exhibition					
	Strongly Agree	30	35	36	35	34
	Agree	64	59	54	60	59
	Disagree	4	3	4	2	3
	Strongly disagree	1	1	0	0	1
	Blank	1	3	5	3	3
D	Are your perceptions of UK education more positive as a result of this exhibition					
	Strongly Agree	26	29	29	36	30
	Agree	65	62	57	53	59
	Disagree	7	5	5	5	6
	Strongly disagree	1	1	1	0	1
	Blank	2	4	7	6	5
4	Rate the quality of service/s you have received					
	Excellent	29	32	29	48	35
	Good	58	61	60	45	56
	Average	10	6	9	7	8
	Bad	0	0	0	0	0
	Very Bad	1	0	0	0	0
	Blank	1	0	1	0	1



5 Have you taken part in any of the following activities organised by the British Council in the last 12 months?					
Education UK exhibition	13	10	13	17	13
IELTS	8	14	18	8	12
Education UK briefing	2	1	2	4	2
No	69	69	59	69	67
Others	3	2	2	1	2
Blank	5	5	7	3	5
6 Recommend British Council to family/friends					
0 (poor)	1	0	0	0	0
1	1	0	2	0	1
2	1	2	1	0	1
3	1	1	3	2	2
4	3	3	3	2	3
5	7	8	8	5	7
6	9	5	9	8	8
7	13	14	11	12	13
8	23	19	19	22	21
9	17	15	13	16	15
10 (excellent)	20	27	21	30	25
Blank	4	5	10	3	6

Some interesting analysis from visitor registration date:

- In Bangalore, 35 per cent of the attendees to the exhibition have opted for 'UK' as the first choice for an international education followed by 20 per cent visitors that have opted for USA. Canada and Australia had only 7 per cent and 8 per cent students opting for the same. The trends for Bangaloreans are same like last February exhibition wherein UK and USA were the top choices. At the current exhibition, 80 per cent of students at the exhibition wanted to self-fund their education via family, relatives etc and 12 per cent were looking for full scholarships.
- In Chennai, the analysis of visitors' data was similar like Bangalore. 37 per cent visitors opted for UK as the first choice for country for an international degree followed by USA with 17 per cent. Canada, Australia and Germany were the next top choices amongst students in Chennai. The visitors' analysis at the February 2012 exhibition exhibited similar traits with regards to country of study. At the February 2013 exhibition, 78 per cent visitors were looking to self-fund their education via family and relatives and 16 per cent were looking at scholarships
- 35 per cent visitors at the Hyderabad exhibition marked UK as their first choice of country for International education while 21 per cent opted for USA. Australia and Canada followed with 10 per cent each. The data and analysis was similar at the February 2012 exhibition. At the 2013 February exhibition, 85 per cent of the visitors opted for Self funding options followed by 13 per cent looking for scholarships.
- 38 per cent visitors at the Pune exhibition marked UK as the preferred study destination followed by USA with 26 per cent. An interesting observation at the Pune exhibition was that 48 per cent visitors opted for 'Company/organisation' as the funding option followed by 32 per cent that opted for self funding and 17 per cent for scholarships.

Appendix 3: Exhibitors' survey results

Exhibitors feedback analysis - February 2013 exhibition (in per cent)						
		Bangalore	Chennai	Hyderabad	Pune	Average
1	How would you rate the duration of the event					
	Too long	21	23	9	16	13.8
	Just right	69	70	89	84	62.4
	Too short	2	0	0	0	0.4
	Blank	9	7	3	0	3.8
2	What were your objectives for coming					
	Recruitment	17	21	31	30	19.8
	Profile Raising	3	4	3	5	3
	Both	72	66	66	63	53.4
	Blank	7	9	0	2	3.6
3	Assessment of visitors at your stand					
	Good number and good quality	55	48	66	53	44.4
	Good quality only	19	20	6	12	11.4
	Good number only	5	16	29	19	13.8
	Disappointing	14	5	0	11	6
	Blank	7	11	0	5	4.6
4	Assessment of the promotion of exhibition					
	Very Good	26	25	37	19	21.4
	Good	52	59	57	47	43
	Satisfactory	16	13	6	19	10.8
	Unsatisfactory	3	2	0	7	2.4
	Blank	3	2	0	8	2.6
5	Assessment of the branding of the exhibition					
	Very Good	22	25	31	19	19.4
	Good	59	61	66	54	48
	Satisfactory	12	14	3	23	10.4
	Unsatisfactory	3	0	0	0	0.6
	Blank	3	0	0	4	1.4
6	Assessment of the exhibition overall					
	Very Good	21	23	26	28	19.6
	Good	57	61	69	44	46.2
	Satisfactory	17	16	6	26	13
	Unsatisfactory	3	0	0	0	0.6
	Blank	2	0	0	2	0.8
7	Rate the support to your business needs from BC before the event					
	Very Good	24	20	29	21	18.8
	Good	60	63	54	44	44.2
	Satisfactory	14	18	14	30	15.2
	Unsatisfactory	0	0	0	0	0
	Blank	2	0	3	5	2



8	Rate the support to your business needs from BC during the event					
	Very Good	24	16	29	23	23
	Good	50	59	51	40	50
	Satisfactory	22	25	17	33	24.25
	Unsatisfactory	0	0	0	2	0.5
	Blank	3	0	3	2	2
9	Did the exhibition meet your expectations					
	Agree Strongly	21	11	17	21	17.50
	Agree	57	80	80	60	69.25
	Disagree	29	7	3	14	13.25
	Strongly disagree	0	0	0	0	0.00
	Blank	3	2	0	5	2.50
10	Overall, the exhibition was a high quality event					
	Agree Strongly	17	14	23	19	18.25
	Agree	67	82	77	74	75.00
	Disagree	12	4	0	2	4.50
	Strongly disagree	0	0	0	0	0.00
	Blank	3	0	0	5	2.00
11	Have acquired knowledge about the market from participating at the exhibition					
	Agree Strongly	9	13	20	16	14.50
	Agree	66	73	63	56	64.50
	Disagree	17	11	17	21	16.50
	Strongly disagree	3	0	0	0	0.75
	Blank	5	4	0	7	4.00
12	How was this exhibition compared to last year					
	Much better	3	0	9	9	5.25
	Better	7	11	23	19	15.00
	Same	34	34	23	21	28.00
	Worse	10	9	3	12	8.50
	Much worse	7	0	0	0	1.75
	Didn't attend	34	43	40	35	38.00
	Blank	3	4	3	4	3.50
13	Will your institution consider attending a similar event next year?					
	Yes	66	64	60	58	62.00
	No	33	0	10	2	11.25
	Undecided	0	32	30	37	24.75
	Blank	2	4	0	3	2.25



Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (quantity and circulation figures for newspapers)
Print	Newspaper advertising:	January/February	
	Bangalore		<p>Total of 23 adverts in 11 unique newspapers of English and Regional languages including newspaper supplements. The reach was in the state of Karnataka (including city editions covering Bangalore, Mysore and Manipal)</p> <p>The details of newspapers and circulation figures are as below (in 000s).</p> <p>English dailies</p> <ul style="list-style-type: none"> • Deccan Herald Main (Bangalore) – 171 • Udayavani (Manipal/Bangalore) – 270 • The Hindu - Education Plus (Karnataka) – 82 • Times of India - Education Times (Bangalore) - 388 • Deccan Chronicle (Bangalore) – 115 • Bangalore Chronicle (Bangalore) – 96 • New Indian Express (Bangalore) – 72 • Star of Mysore (Mysore) – 50 • Deccan Herald – Education (Bangalore) – 171 • The Hindu (Karnataka) – 96 • Espresso – NIE (Bangalore) – 72 • Deccan Herald - Metro Life (Bangalore) – 171 • Bangalore Times (Bangalore) – 245 • Economic Times (Bangalore) - 388 • The Hindu (Bangalore) – 162 • Times of India (Bangalore) - 388 <p>Regional language (Kannada):</p> <ul style="list-style-type: none"> • Vijayavani (Bangalore) - 120 • Vijay Karnataka (Bangalore) - 316 • Prajavani (Bangalore) - 287
	Chennai		<p>Total of 34 adverts in 22 unique newspapers of English and Regional languages including newspaper supplements. The reach was in the state of Tamil Nadu (including city editions covering Chennai and Pondicherry).</p> <p>The details of newspapers and circulation figures are as below (in 000s).</p> <p>English Dailies</p> <ul style="list-style-type: none"> • Edex – NIE (South) – 176 • The Hindu-Education Plus (Tamil Nadu) – 544 • TOI Education Times (Chennai) – 132 • The Hindu (Nasa/Pondy) – 82 • Deccan Chronicle (Chennai) – 187 • Espresso – NIE (Chennai) – 64 • The Times of India (Chennai) - 145



		<ul style="list-style-type: none"> • NXG – Hindu (Chennai) – 344 • New Indian Express (Tamil Nadu) – 137 • Chennai Times (Chennai) – 173 <p>Regional (Tamil):</p> <ul style="list-style-type: none"> • Dinamalar - 342 • Dinakaran - 240 • Dinamani - 95 • Daily Thanthi - 485 • Puthiya Thalaimurai (Magazine) - 330 • Pudhiya Thalaimurai – Kalvi (Magazine) - 148 <p>Neighbourhood: (English)</p> <ul style="list-style-type: none"> • Anna Nagar Times - 49 • Adyar Times - 36 • Nungambakkam Times - 45 • Kodambakkam Talk - 42 • Velacheri Talk - 42 • Vadapalani Talk – 42 • Nanganallur Talk - 42 • Tambaram Talk - 42 • Chrompet Talk - 42 • Mylapore Times - 27 • Mambalam Times - 36 • Thirumangalam Times - 45
Hyderabad		<p>Total of 26 adverts in 9 unique newspapers of English and Regional languages including newspaper supplements. The reach was in the state of Andhra Pradesh (covering Hyderabad edition).</p> <p>The details of newspapers and circulation figures are as below (in 000s).</p> <p>English Dailies</p> <ul style="list-style-type: none"> • The Hindu - Education Plus (Andhra Pradesh) – 124 • Times of India - Education Times (Hyderabad) – 82 • Hans India (Hyderabad) – 180 • New Indian Express (Hyderabad) – 67 • Hyderabad Times (Hyderabad) – 82 • Hyderabad Chronicle (Hyderabad) – 243 • The Hindu (Hyderabad) – 89 • Deccan Chronicle (Hyderabad) – 223 <p>Regional:</p> <ul style="list-style-type: none"> • Eenadu (Main, Sadhavu: Education Supplement) – Telugu - 485 • Sakshi (Main, Bhavitha: Education Supplement)– Telugu - 187 • Hindi Milap – Hindi - 67 • Siasat – Urdu - 71
Pune:		<p>Total of 10 adverts in 7 unique newspapers of English and Regional languages including newspaper supplements. The reach was in the city of Pune.</p> <p>The details of newspapers and circulation figures are as below (in 000s).</p> <p>English Dailies</p> <ul style="list-style-type: none"> • Times of India (Pune) – 285 • Education Times (Pune) - 115 • Pune Times (Pune) – 169 • Pune Newline (Pune) – 198



			<ul style="list-style-type: none"> DNA Academy (Pune) - 110 <p>Regional (Marathi):</p> <ul style="list-style-type: none"> Sakal (Pune) – 675 Pune Vruttant (Pune) - 198
On-line	Web advertising:	<p>Yahoo.com</p> <p>Rediff.com</p> <p>21 January onwards:</p> <p>Facebook Campaign</p> <p>Mailer Campaign:</p> <p>On third party websites</p> <p>SMS Campaign:</p> <p>Promotion on www.meetuniversities.com</p> <p>15 days</p>	<p>1 million impressions in banner advertising.</p> <p>4.5 million impressions in banner advertising</p> <p>City Specific campaign:</p> <p>Bangalore: targeted age group: 16 to 28 years</p> <p>Hyderabad: targeted age group: 16 to 30 years</p> <p>Chennai: targeted age group: 18 to 30 years</p> <p>Pune: targeted age group: 18 to 26 years</p> <p>8500 new likes through the campaign</p> <p>1 million mailers</p> <p>Targeted 0.95 million users</p> <p>Targeted profiles of 400 students</p>
	Posters+ Emailers + Eflyers to internal and external databases		<p>Bangalore: 18819, Chennai: 36173, Hyderabad: 33293, Pune: 19896</p>
Outdoor	Hoarding/Exhibition Branding		<p>Hoarding: Bangalore, Chennai and Hyderabad: Banner size: 6’x3’ in 40 Key institutions. Banner size 8’x4’ in 25 prime locations.</p> <p>Exhibition Branding: 9 Bus shelters at prominent locations in Bangalore. 13 bus shelters at prominent locations in Chennai. 8 bus shelters at prominent locations in Hyderabad</p>
	TV Scrollers (theatres)		<p>TV Screen ads in city theatres</p> <p>Bangalore: No of screens = 9</p> <p>Chennai: No of screens = 18</p> <p>Hyderabad: No of screens = 6</p>
	Radio		<p>Pune: Spots on Radio City (7 day activity)</p>
Others			<p>No of schools/colleges visited to promote the exhibition:</p> <p>Bangalore: 17</p> <p>Chennai: 23</p> <p>Hyderabad: 27</p> <p>Pune: 60</p> <p>Tele calling activity conducted by staff at all British Council offices.</p>

Media promotion and exhibition photographs:

Fewer students applying to UK, but new rules bring hope

Staff Reporter

CHENNAI: Stricter visa rules and fewer scholarships have been forcing students to think twice about studying in the UK, which is known to offer quality education in several fields.

As per data published by the US-based Higher Education Statistics Agency recently, there was a 23.5 per cent drop in the number of Indian students in the UK in 2012. India, however, remains the second-most common country of origin for foreign students in Britain after China.

"South Indian cities like Bangalore and Chennai are extremely important to us, as we get many students wanting to pursue either engineering or management in the U.K.," said Rachel Sundarand, senior marketing manager, Bournemouth University.

Change to the post-study work visa from April last year removed the option for most foreign students to stay and work for two years after their studies, which is why, say experts, the number of post-graduate students travelling

from non-EU countries to study at UK universities fell for the first time in 16 years.

"Now students can no longer remain in the country to work. This is a major deterrent. The fee for UK universities for a one-year postgraduate course is over £10,000 and an equal amount is needed for stay and food," said Rama Prasad, a final-year engineering student. "It would be difficult to repay the student loan if I am not able to work here for two years post-studies," she said.

Many universities have been warning the UK government that recent changes to student visa rules mean they face losing bright foreign students to rival colleges in the US, Canada and Australia where securing the work visa is relatively simpler.

A visa officer from the UK High Commission while interacting with students who visited the one-day Education UK exhibition organised by British Council on Sunday, advised them to communicate frequently with their sponsoring universities when they were involved in visa processes,

which are constantly changing.

This year, students opting for a course with a duration of over six months, will also have to undergo a pre-entry tuberculosis screening.

Consultants however say the decline is not a worrying trend.

"Now we find many students, very focussed in specific areas of studies wanting to go to the UK. What is appealing about education in the UK is that it becomes easier to go to other European countries. You can finish mechanical engineering in Britain and work in Germany," said Mohammed Ghani, Director, Limra Overseas Educational Consultants.

Students are hopeful too. "Under new rules, students can stay for three years post-study if they find graduate-level jobs. Earlier, UK recruiters used to hire Indian nationals only if they did not find anyone suitable from an EU country for that specific job. Now that might change," said Vishwanath Rajan, an IT employee who was looking to pursue a management course in the UK.

I want to pursue my post-graduation in the UK because I want better practical training



- Chetan Jain, Engineering student

Chennai is the only place where students are most interested in engineering courses



- Charukirti Narain, Head, Semapost, University of London

More students are going for UG courses as parents think it is better to invest earlier



- Sona Hansant, Project manager, British Council

UK education fair sees shift in course choices among students

Many keen on exploring arts courses

BANGALORE: The British Council's annual Education UK Fair on Saturday witnessed a change in the trend of choice of subjects, as many curious participants sought to know about courses other than the traditional ones - MBA and engineering - that are on offer in the United Kingdom.

Anna Fisher, international officer of the University of Northampton, said, "These days, we find Indian students looking at a range of other courses, apart from MBA. There is definitely an increase in the number of students for bachelor's degree over the couple of years."

Agreeing with Fisher, Laura Hayes, international officer of School of Oriental and African Studies, London, felt that Indian students are now looking at wider choices. "Bangalore is a fresh market for us. For a long time, people from here have stuck to engineering and related courses. Not any more. Students are now keen on pursuing courses in the Arts stream as well," Hayes added.

The rise in the number of schools in the City offering the International Baccalaureate (IB) curriculum was also one of the prominent reasons, the representatives said.

Jiwoon Lim, a class XI student from International School, Bangalore, was searching for colleges offering hospitality and culinary arts courses at the fair. "I am good at science and like it, too. But I'm not plan-



A representative of UK universities explains about the courses and curriculum to students at the Education UK exhibition organised by the British Council in the City on Saturday.

ning a career in the science stream," Lim said.

For many, the high fee structure at the UK was not a problem, as they felt that it would give them good exposure studying among students from across the globe.

A majority of them scouting for institutions in the UK also kept the United States as an option to choose colleges from that best suited their interest between the countries. However, a few students from St Joseph's College in the City were disappointed as they did not find courses offering political science and psychology.

"I'm also considering options in the US as I did not find courses matching my interest

here," said Deborah Tungnung, who is pursuing BA in Bangalore. On visas, a senior official in the Council said the number of interviews is likely to be increased this year.

More than 75 educational institutions participated in the fair. Representatives of several universities from the UK who were present at the fair felt that the UK was seeing an increase in the number of Indian students enrolling for bachelor's courses.

As per statistics available with the British Council, there are more than four lakh international students in the UK, out of which 30,000 and more are from India.

DH News Service

EDUCATION UK EXHIBITION TO BEGIN TOMORROW AT TAJ VIVANTA ON MG ROAD

The British Council is organising a Education UK Exhibition on February 2 at Taj Vivanta, MG Road from 2 pm to 8 pm. Latest information about studying in the UK will be provided to students and parents. Participants will have access to information about studying for an undergraduate, postgraduate or research degree and can know more about student life and culture in the UK.

They can attend seminars delivered by UK academicians on various topics. Seminars on student visas will be delivered by visa officers from the UK Border Agency.

Representatives from UK institutions will offer counselling and information on scholarships being given by UK Institutions. For enquiries and reservation, call 080 22489220. **BMB**



गुणे स्टेशन : ब्रिटिश कौन्सिलच्या वतीने आयोजित उच्च शिक्षणविषयक प्रदर्शनात विद्यार्थ्यांनी मोठ्या संख्येने सहभाग घेतला.

(यातमी पान ३ वर >>)



18288 FLIGHT: Students clearing their doubts during an exhibition organised by the British Council in the city on Sunday. (A Raju Collection)

Jobs, Visas a Worry for UK-bound Students

Express News Service

Channel: Last week, A Foreign Service, a third-year Visual Communication student at a city college, was startled by a piece of news he read on the website of an UK newspaper. A high-ranking official at the Home Office in London had revealed that Indian students need student visas issued by the country as a "check for abuse" to gain the right to work there. Student visa held by Indian women were seen as "abusive" in case, he had commented, at a press conference. Antagonising this piece of news with the crackdown

on student visas in the UK in recent times, Rajath felt that the environment in the country might not be very conducive. "I came to this fair in close view of my doubts," he said, knowing through the assistance of the University of the Creative Arts. The Education UK Exhibition that was put up by the British Council on Sunday served as a platform for students to come face to face with representatives of some of the top universities in the UK. Much of their queries, though, were invariably related to the student visa issues that are now in place in the country apart from

the bleak job market in Europe. Students said that in the last two years or so, they had seen visa applications of a number of their seniors in college getting rejected. "The application process for universities is highly stressful to begin with. If you get admission and then get your visa rejected, that could be your confidence," said Arif, who is doing his bachelors in geology. He quoted the Mayor of London saying during his visit to India that there had been a 15% per cent fall in the applications from India to study in the UK. "I am also keeping my fingers crossed and looking at other countries in Europe. If you had asked me two years ago, I would have looked at only the UK," Arif said. Another major issue for students in the job market scenario, Mary felt that given the bleak employment figures in many of the

European nations, it became even more important to choose the right subject. "At the end of the day, you need to pay back your loans. Job after while is not looking, you need to keep in mind," said Sarah Akhanna, a student from the SRM University. Representatives from a number of universities and each of the inquiries were for engineering and health-care administration courses. Some of the courses that showed increased interest included Creative Change and Architecture. However, health sciences had few takers as most bachelors courses across

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यूकेमधील शिक्षणाची माहिती मिळणार एका छताखाली

येत्या गुरुवारी 'एज्युकेशन यूके एक्झिबिशन'

गुणे : यूकेमध्ये पदवी घेव्या पदव्युत्तर शिक्षणासाठी जाऊ इच्छिणाऱ्या विद्यार्थ्यांसाठी एक खुशखबर. यूकेमध्ये 144 विद्यापीठांच्या पदवी आणि पदव्युत्तर अभ्यासक्रमांची माहिती येत्या गुरुवारी (३ फेब्रुवारी) एका छताखाली मिळणार आहे.

रुक्मा बहादुर भिल मार्गवरील हॉटेल टा जैरिडियम येथे गुरुवारी एका ते सायंकाळी सात या वेळाला 'एज्युकेशन यूके एक्झिबिशन'चे आयोजन करण्यात आले आहे. त्यामध्ये विद्यार्थ्यांना यूकेमधील अभ्यासक्रमांची ओळख करून देण्याची संधी मिळणार आहे. हे प्रदर्शन सयंकाळी विनामूल्य सुरू आहे.

यूकेमध्ये सध्या ३० हजार भारतीय विद्यार्थी शिक्षण घेतात. एका शॉर्ट किल्ल्याच्या माध्यमातून त्यातील काहींचे प्रातिनिधिक अनुभवही परत-एकेका टोनील. त्यामधील प्रदर्शनाच्या ठिकाणी ४५ विद्यापीठांचे स्टॉल ठरतील. या स्टॉलांवर विद्यार्थ्यांच्या प्रतिनिधींशी बेट संवाद साधणेही शक्य आहे. पदवी आणि पदव्युत्तर अशा दोन्ही प्रकारच्या अभ्यासक्रमांची माहिती या ठिकाणी मिळेल.

उद्योगविकास कमी जास्तीतशी सेमिनारची आयोजितवात आली आहे. त्याद्वारे मॅनेजमेंट, इंजिनीअरिंग आदी कोर्सेसची माहिती ब्रिटिश अधिकार्यांकडून मिळेल; तसेच ग्रेट बॉर्ड



- सेमिनारचे वेळापत्रक**
- आयटी आणि इंजिनीअरिंग कोर्सेस : गुपारी २ ते ३
 - स्टुडंट व्हिजा : २ ते ३
 - आयईएलटीएस : गुपारी ४ ते ५
 - एम्बोए इन यूके : सायं. ५ ते ६.

एनबीओ आणि ब्रिटिश उप उच्चयुक्तालयाने आयोजित स्टुडंट व्हिजा बायट माहिती देतील, पदवीबाबतची ऑनलाइन चौकणी आणि जॉब्स माहितीसाठी www.educationuk-in.org या वेबसाईटला भेट द्यावी या वेबसाईटवर तसेच लालाहून अधिक कोर्सेसची माहिती, प्रवेश प्रक्रिया, मोदपी, शिष्यवृत्त्या यांचीही माहिती उपलब्ध आहे.

Heading overseas for specialised degrees

DNA Correspondent BANGALORE

Studying abroad to do a specialised degree emerged as a popular choice among those who attended the Education UK Exhibition organised by the British Council, in Bangalore.

With representatives from 58 UK universities present—including Warwick University, The University of Birmingham, and Swansea University—students who streamed into exhibition had a plethora of options to choose from.

"I am keen on studying a niche course like art therapy, or behavioural therapy, but such courses are not offered at Indian institutes," said Manali Manoharan, a first-year student at Christ University.

Nisha Raju, a third-year BCA student from Acharya Institute, said, "I want to do an MSc in networking, since mine is a three-year degree, I will be able to pursue it in the UK. As the course costs about Rs18-20 lakh, I am looking at scholarships and hope to get a job there and pay off my student loan," she added.

Jonah Duffin, head of international recruitment and retention, Birkbeck, Univer-



Volunteers briefing students during the British Council's Education UK Exhibition on Saturday. —Mehar Kaur/BK

city of London said students should be clear as to what they want to study in order to get a coveted spot in a top university.

"The kind of students we are looking for are people who can communicate really well about why they want to pursue a particular course," he said. "We give merit-based scholarships to students who have gotten over 80% in their bachelors. Students are also given the option of paying fees in installments and when they get there, they can also work up to 20 hours under their student visas," Duffin said.

lata@dnaindia.net



ब्रिटिश काउंसिल की ओर से होटल राज कृष्ण में आयोजित एजुकेशन यूके प्रदर्शनी में यूके के विविध विश्वविद्यालयों के स्टॉल पर जानकारी प्राप्त करते हुए विद्यार्थी। इस एक दिवसीय प्रदर्शनी में यूके के 37 विश्वविद्यालयों के प्रतिनिधियों ने विद्यार्थियों को जिज्ञासाओं का समाधान किया और विस्तृत जानकारी भी उपलब्ध करवाई।

यूके एड्युकेशनल एग्जिबिशन को अनुभवात्मक स्वरूप

कोरमप्लेक्स, म्यूनिख: ब्रिटेन में आयोजित एजुकेशन यूके प्रदर्शनी में यूके के विविध विश्वविद्यालयों के स्टॉल पर जानकारी प्राप्त करते हुए विद्यार्थी। इस एक दिवसीय प्रदर्शनी में यूके के 37 विश्वविद्यालयों के प्रतिनिधियों ने विद्यार्थियों को जिज्ञासाओं का समाधान किया और विस्तृत जानकारी भी उपलब्ध करवाई।

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विद्यार्थियों ने स्टॉल पर नवीनतम विज्ञान, यथा प्रतिक्रिया

UK woos with MBA, MSc

PATRICIA DEBARR

The British Council organises an event where 37 universities come together to promote their education system. The event took place at the National Exhibition Centre, Birmingham, on 14-15 October. It was a joint effort of the British Council and the UK government.



Students interacting at the stalls with representatives of various UK universities.

According to the British Council, the event attracted over 10,000 visitors. The event was a success in terms of attracting students to the UK. The British Council is committed to promoting the UK's education system and attracting international students.

Students who prefer to study in the UK should have achieved a minimum of 100 UCLES points in their A-levels. The event was a success in terms of attracting students to the UK. The British Council is committed to promoting the UK's education system and attracting international students.



विद्यार्थी से बातचीत करने वाली महिला

अंग्रेजी चतुर्विध मेला

अंग्रेजी चतुर्विध मेला

अंग्रेजी चतुर्विध मेला 14-15 अक्टूबर को आयोजित किया गया था। इस कार्यक्रम में यूके के विभिन्न विश्वविद्यालयों के प्रतिनिधियों ने विद्यार्थियों को जानकारी दी।

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मेला में भाग लेने वाली महिला

अंग्रेजी चतुर्विध मेला 14-15 अक्टूबर को आयोजित किया गया था। इस कार्यक्रम में यूके के विभिन्न विश्वविद्यालयों के प्रतिनिधियों ने विद्यार्थियों को जानकारी दी।



विद्यार्थी से बातचीत करने वाली महिला

ताज क्रश बिजनेस प्रोग्राम पर आयोजित कार्यक्रम

हिंदूस्तान टाइम्स, नई दिल्ली

हिंदूस्तान टाइम्स द्वारा आयोजित कार्यक्रम में विद्यार्थियों को बिजनेस प्रोग्राम के बारे में जानकारी दी गई।

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All India Networking - Reception at Bangalore



Registration counter



Students visiting the exhibition



Seminar attendees at the exhibitions