

## **Post-event report for**

# **Study UK: Discover You Exhibition India, November 2016**

Delhi: 19 November, British Council  
Mumbai: 21 November, The Leela  
Kolkata: 23 November, The Gateway Hotel  
Ahmedabad: 23 November, British Council  
Lucknow: 25 November, Piccadilly

### Introduction

Study UK: Discover You exhibitions (previously known as Education UK exhibitions) are held each year in November and February in India to showcase the wide range of study opportunities available in the UK, a glimpse of student life in the UK and career prospects of a UK qualification.

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

The November leg of the 2016 exhibition was held from 18 to 25 November; travelling to Delhi, Mumbai, Kolkata, Ahmedabad and Lucknow. The exhibition attracted 2907 visitors across all five cities.

The footfalls at this year's exhibition recorded a drop of 31% in number of attendees.

This year's exhibitions marked the launch of the new Study UK: Discover You brand. The transition from Education UK to Study UK: Discover You will be completed in India by March 2017, however all exhibition collaterals showcased the new brand and received good feedback from delegates for its vibrant design.

The exhibition briefing and pre-exhibition reception was successfully delivered at the Delhi British Council office a day before the start of the exhibitions. The evening was graced by over 300 guests that included over 90 delegates and local institutional contacts and education consultants.

The exhibitions in the cities of Ahmedabad and Lucknow were re-introduced after a gap of a few years. Ahmedabad exhibition was last held in 2011 while a Lucknow exhibition was last held in 2014.

The exhibition in Ahmedabad attracted 463 students and had extremely positive feedback from 14 UK institutions, details of which are covered in the report. The Lucknow exhibition attracted 203 visitors recording a drop of 60% as compared to visitors at the 2014 exhibition.

Last year we introduced a new feature to the exhibitions - QR codes for Institution prospectuses which allowed students to scan the QR code at the entrance of the exhibitions and download the prospectuses of the institution/s of their choice directly to their mobile phones. This feature garnered positive feedback at the exhibitions in 2015-16 and we continued the same at the November 2016 exhibitions.

We showcased a video wall at each exhibition venue that displayed videos sent by UK institutions on a loop. This provided a virtual tour of the student life in the UK to all visitors.

Officers from UK Visas and Immigration (UKVI) were present at each exhibition and delivered seminars in Delhi, Mumbai and Kolkata. The UKVI officer addressed first hand queries and spoke to various students at the dedicated UKVI stall at the exhibition cities. Student visa queries are sensitive and requires responses from experts which is why we aim to connect students with visa officers through the exhibition platform.

Additionally there was representation from IELTS and Chevening Scholarship teams across all exhibition cities. The Kolkata exhibition also showcased the exciting Mix the Play offer where visitors could direct their own Shakespeare play using an interactive online platform.

The GREAT scholarship booklet for 2017 was distributed to each student that attended the exhibition. 198 GREAT education scholarships in partnership with 40 UK universities were on offer

Media and press interactions and engagements were organised in Delhi, Lucknow, Kolkata and Ahmedabad. List of exhibition coverage and media interaction is covered in annexure.

This report will provide 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.

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**Highlights**

**Summary of the exhibition logistics and number of attendees**

Venue	British Council - Delhi 19 November 2016
Opening hours	1300 to 1700 hours
Number of attendees	927

Venue	The Leela – Mumbai 21 November 2016
Opening hours	1400 to 1900 hours
Number of attendees	504

Venue	The Gateway Hotel - Kolkata 23 November 2016
Opening hours	1300 to 1800 hours
Number of attendees	810

Venue	British Council, Ahmedabad 26 November 2016
Opening hours	1200 noon to 1700 hours
Number of attendees	463

Venue	Piccadilly , Lucknow 23 November 2016
Opening hours	1200 noon to 1700 hours
Number of attendees	203

**Comparison of visitor numbers from last year’s exhibition**

<b>2015</b>	<b>2016</b>
4253	2907

A number of seminars were held on various specialised topics, the numbers of attendees for each seminar are listed as below

VENUE	SEMINAR TOPIC	No of attendees
<b>Delhi</b> British Council	Resource Efficient Manufacturing	12
	Student visas	37
	Organisational Behaviour and Occupational Psychology	28
	MBA studies in the UK	42
	IT & Engineering studies in the UK	8

VENUE	SEMINAR TOPIC	No of attendees
<b>Mumbai</b> The Leela	Resource Efficient Manufacturing	7
	Student visas	41
	Organisational Behaviour and Occupational Psychology	20
	Business studies in the UK	26
	Engineering studies in the UK	14

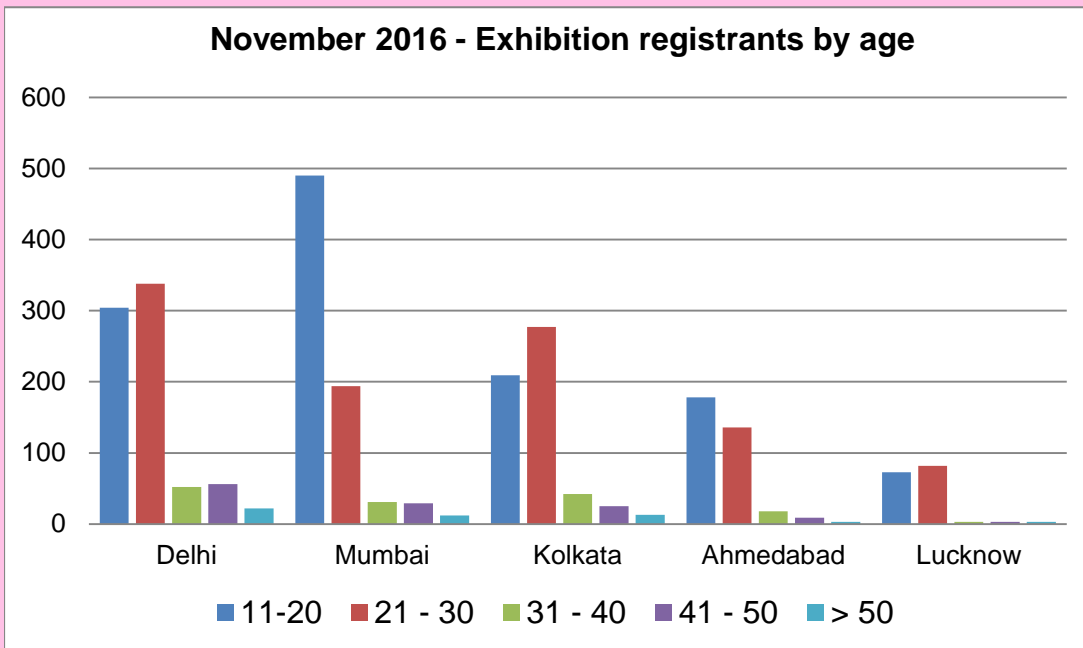
VENUE	SEMINAR TOPIC	No of attendees
<b>Kolkata</b> Gateway Hotel	Resource Efficient Manufacturing	25
	Careers on humanities and social sciences with a UK degree	36
	Student visas	42
	Engineering studies in the UK	32
	IELTS	30

Visitors' profile: From Visitor Registration Data

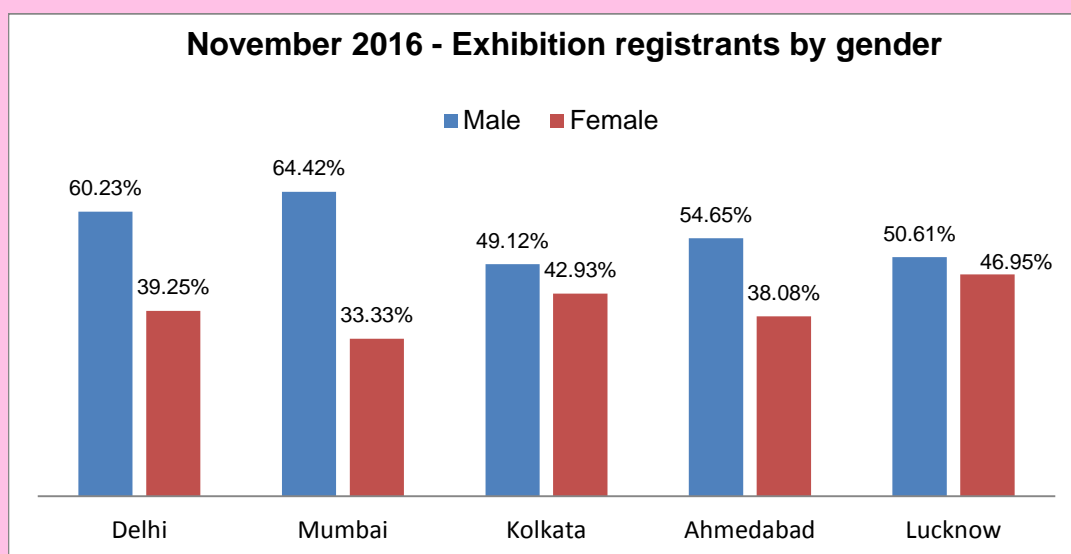
**Key highlights and analysis from the visitor registration data:**

- At the exhibitions there were more male visitors than female, except in Kolkata where the male to female visitors were almost at par.
- Maximum registrants to the exhibition were in the age range of 21 to 30 years except Mumbai where there were more registrants in the age range of 11 to 20 years. This could be an indication that the demand for undergraduate courses are higher in Mumbai as compared to other cities
- In terms of visitor profile by current occupation – 83% visitors at the Mumbai exhibitions were 'students' followed by 79 % visitors in Ahmedabad , 75% in Lucknow and 73% in Kolkata.
- Interestingly at the Delhi exhibition 23% visitors were 'working professionals' followed by 15% visitors' in Kolkata. Another new aspect worth noticing is that in Kolkata 8% registrants were looking to study professional qualifications in the UK. This could indicate a new emerging trend that in Kolkata the demand for professional courses is higher than other cities.
- 53% visitors at the Mumbai event enquired after Undergraduate courses followed by 27% in Delhi and 26% in Ahmedabad.
- In Kolkata 47% visitors were looking for PG courses followed by Lucknow at 41% and Ahmedabad at 36%. Delhi had the highest enquiries for MBA courses with 13% visitors enquiring about the same.
- Business and Engineering were the most popular subjects across all exhibition cities . However there was an increase observed in enquiries for the subjects areas of 'Humanities' and 'Health and Medicine' courses.
- Lucknow had the highest enquiries for scholarships with 63% visitors enquiring for the same followed by Kolkata
- Most of the visitor to the exhibition got to know about the event through 'Newspaper adverts' followed by 'information sent by the British Council' and 'the promotion done on various internetmedia'.

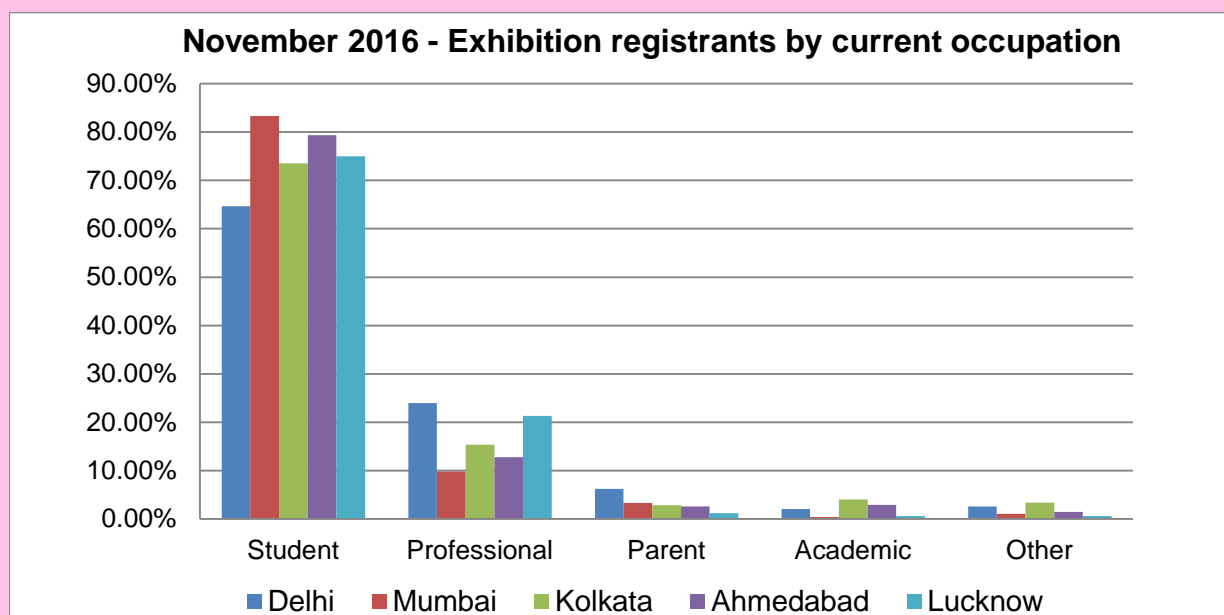
**November 2016 - Exhibition registrants by age**



### November 2016 - Exhibition registrants by gender



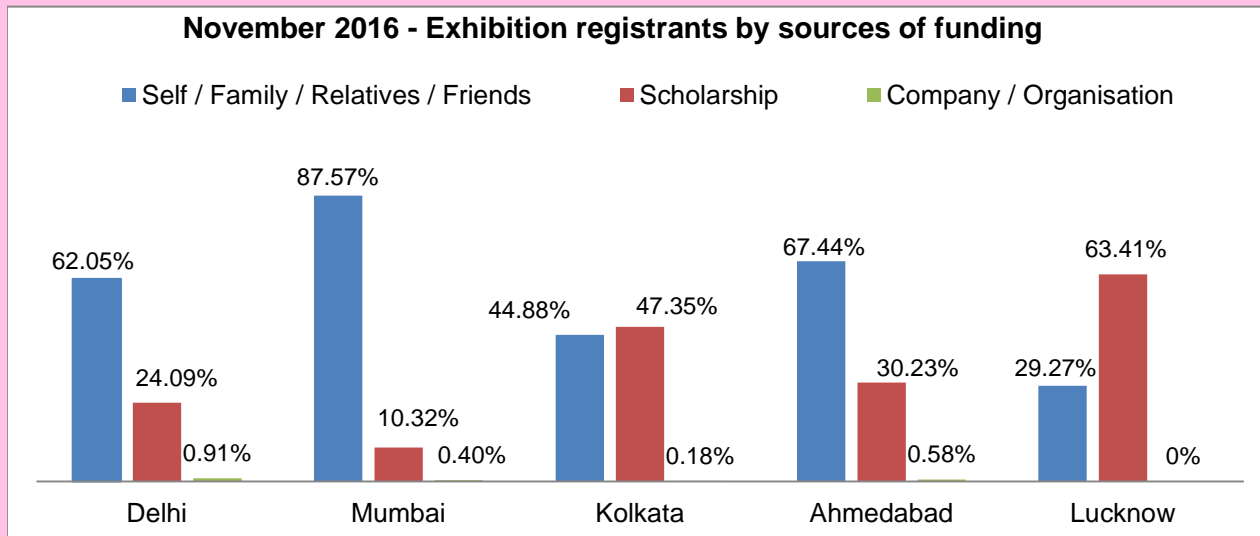
### November 2016 - Exhibition registrants by current occupation



### November 2016 - Exhibition registrants by Level of Study (in %)

	UG	PG	MBA	Short Courses	Professional /Employment qualifications	Vocational and technical	Pre-university academic	Learn English	Boarding School
Delhi	27.30	35.83	13.18	5.69	5.12	3.79	3.51	4.27	1.33
Mumbai	53.48	29.48	9.30	1.68	1.68	2.13	1.57	0.67	0
Kolkata	20.39	47.49	11.45	4.75	8.24	2.65	1.68	2.09	0.28
Ahmedabad	26.43	36.88	11.83	6.51	5.33	4.93	4.34	2.56	0.99
Lucknow	23.87	41.89	11.71	4.50	9.01	3.60	1.80	2.25	1.35

**November 2016 - Exhibition registrants by sources of funding**



**November 2016 - Exhibition registrants by Subject Area (in %)**

	Delhi	Mumbai	Kolkata	Ahmedabad	Lucknow
Agriculture and related subjects	1.25	5.56	1.18	2.27	1.14
Applied and Pure Sciences	3.99	8.68	7.05	4.89	5.32
Architecture, Building and Planning	2.11	10.63	0.94	3.32	2.66
Business and Administrative Studies	15.10	20.10	11.75	10.30	13.69
Computer and Mathematical Science	7.20	10.05	6.46	6.81	4.94
Creative Arts and Design	6.65	5.46	6.23	9.08	5.70
Education and Training	3.44	1.46	2.70	2.44	2.66
Engineering and Technology	11.35	8.39	13.63	19.55	9.89
Health and Medicine	6.03	4.88	5.88	5.06	6.46
Humanities	11.11	5.37	15.04	9.08	11.03
Law	7.12	3.51	5.52	3.66	3.42
MBA	13.46	8.29	12.46	13.09	12.55
Hair, Beauty and Personal Care	0.86	0.39	0.24	0.70	0.38
Social Studies and Communications	5.87	4.68	7.29	5.76	15.2
Travel, Tourism and Hospitality	4.38	2.54	2.82	3.84	4.94

Traditionally Business and Engineering courses have been popular amongst Indian students. However this year we have observed that the students enquiring for Social studies and Health and Medicine have increased as compared to November 2015 exhibitions statistics.

**November 2016 - Exhibition registrants by other top 10 preferred countries of study(in%)**

	Delhi	Mumbai	Kolkata	Ahmedabad	Lucknow
Australia	10.06	16.92	8.70	10.20	10.55
Canada	10.52	9.95	8.22	13.04	9.67
France	3.86	2.60	5.84	2.63	3.52
Germany	5.93	5.74	8.70	6.94	5.71
Italy	2.30	1.38	3.29	2.10	2.20
Netherlands	2.76	1.30	3.10	2.21	1.54
New Zealand	4.09	2.45	4.14	4.94	4.62
Singapore	6.25	4.21	6.27	4.63	5.71
UK	31.7	36.37	30.19	29.97	34.29
US	15.76	15.24	12.29	18.30	15.82

The student visitors that attended the exhibitions chose the UK as the top country of priority for further education followed by other popular choices like the USA, Canada and Australia. Singapore and New Zealand seems to have garnered an increase in interest from Indian students.

**November 2016 - Exhibition registrants by sources of information about the exhibition (in%)**

	Delhi	Mumbai	Kolkata	Ahmedabad	Lucknow
Newspapers	27.18	19.20	33.04	37.90	54.44
Internet	16.17	7.97	9.67	8.31	7.78
British Council	32.22	41.30	27.83	13.20	5
Radio, TV	1.15	1.21	3.27	1.47	13.33
Email	1.26	2.78	4.17	3.67	0
Poster	1.61	0.72	1.34	1.96	0
Friend and relative	7.91	4.83	6.55	9.54	8.89
Fliers	0.34	0.24	0.30	0	0
Student's association	1.15	1.57	0.15	0	0
Newsletter	0.57	0.36	0.45	0.24	0
University, Teacher	7.80	6.16	9.97	21.03	6.67
Embassy and consulate	0.46	0	0	0	0

Newspaper adverts , British Council and Internet promotion were the most popular mediums of information for student visitors at the exhibition



## Marketing

The Study UK : Discover You 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 49 adverts were released across 45 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 24

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

### Details of listings in each exhibition city before the start of the exhibitions:

#### Delhi

S no	Date	Publication	Headline	Circulation
1	17-Nov	DNA	Studying in UK	5,60,134
2	17-Nov	Deccan Herald	Discover UK Exhibition	2,04,806
3	17-Nov	Free Press Journal	Engagements	1,31,000

#### Kolkata

S No	Date	Publication	Headline	Circulation
1	22-Nov	The Times of India	UK Rolls out £1M scholarships	2,81,495
2	22-Nov	Hindustan Times	£1M scholarships for India students going to UK varsities	50,000
3	22-Nov	Millenium Post	British Council to hold education fair on Nov 23	20,000
4	22-Nov	Prayag	Study UK: Discover You Exhibition to be held for city students	10,000
5	22-Nov	Prabhat Khabar	British Council organises student exhibition	69,268
6	22-Nov	Samagya	British Council announces Great Scholarships	12,000
7	22-Nov	Rajasthan Patrika	Study UK: Discover You exhibition from the 23rd	52,000
8	22-Nov	Akhbar – e – Mashriq	British Council organises student exhibition	10,000
9	23-Nov	The Telegraph	Education Exhibition	3,47,933
10	23-Nov	The Times of India NIE	UK Education Fair in city	30,000
11	23-Nov	DNA	UK Scholarships of 1 million pounds for India students	5,60,134

**Kolkata Online**

Kolkata Online				
12	22-Nov	PTI	UK Scholarships of 1 million pounds for Indian students	1,35,000
13	22-Nov	The Times of India	UK rolls out £1m education scholarship	1,83,42,000
14	22-Nov	Hindustan Times	UK scholarships of £ 1 million for Indian students	4,50,000
15	22-Nov	Business Standard	UK scholarships of 1 million pound for Indian students	1,30,000
16	22-Nov	The Indian Express	UK Government offers scholarships of Rs 85.1 crore for Indian students	85,000
17	23-Nov	Deccan Herald	UK scholarships of 1 million pound for Indian students	45000
18	23-Nov	India Today	UK scholarships of 1 million pound for Indian students	150000
19	23-Nov	Career India	UK Offers 1 Million Pound Scholarships To Attract Indian Students	15000
20	23-Nov	Behind Woods	UK scholarships of 1 million pounds for Indian students	23000

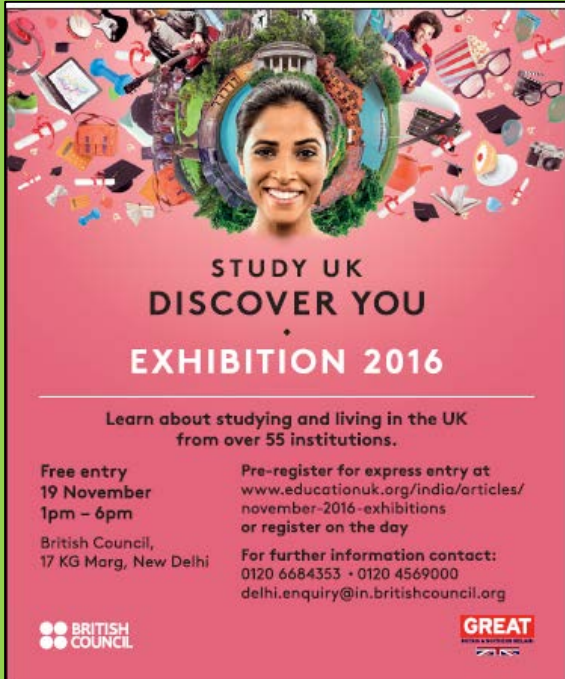
**Lucknow**

S No	Date	Publication	Headline	Circulation
1	23-Nov	Hindustan Times	British Council announces scholarship for students	50000
2	23-Nov	DNA	Exhibition on 25	16800
3	23-Nov	Dainik Jagran	Scholarship announcement	27600
4	23-Nov	Amar Ujala	13 British Universities will be at the capital on 25th	60000
5	23-Nov	Navbharat Times	Insights on studying at UK universities	30400
6	23-Nov	Hindustan	Announcement of British Scholarships	38000
7	23-Nov	Rahat Times	British Council announced 'Great Scholarship 2017' for Indian students	48000

Ahmedabad

S No	Date	Publication	Headline	Circulation
1	23-Nov	The Times of India	British Council to offer 198 scholarship	75000
2	23-Nov	DNA	Up for grabs: UK Scholarship	65000
3	23-Nov	Divya Bhaskar	198 different scholarships for students who wants to go UK for their studies	450000
4	23-Nov	Nav Gujarat Samay	British councils announced more than 190 scholarships for Indian students	35000
5	23-Nov	Divya Gujarat	British Council announces GREAT Scholarships India 2017 in Ahmedabad	45000
6	23-Nov	Gujarat No Beli	British Council announces GREAT Scholarships India 2017 in Ahmedabad	20000
7	23-Nov	Prabhat	British Council announces GREAT Scholarships India 2017 in Ahmedabad	85000
8	23-Nov	Gujarat Pranam	British Council announces GREAT Scholarships India 2017 in Ahmedabad	40000
9	23-Nov	Jai Hind	British Council announces GREAT Scholarships India 2017 in Ahmedabad	175000
10	23-Nov	Karnavati Express	British Council announces GREAT Scholarships India 2017 in Ahmedabad	55000
11	23-Nov	Newspoint	British Council announces GREAT Scholarships India 2017 in Ahmedabad	25000
12	23-Nov	Newslite Sidha Samachar	British Council announces GREAT Scholarships India 2017 in Ahmedabad	18000
13	23-Nov	Satellite Samachar	British Council announces GREAT Scholarships India 2017 in Ahmedabad	14000
14	23-Nov	Tapobhoomi	British Council announces GREAT Scholarships India 2017 in Ahmedabad	25000
15	23-Nov	Western Times	British Council announces GREAT Scholarships India 2017 in Ahmedabad	40000
16	24-Nov	Western Times	British Council announces GREAT Scholarships India 2017 in Ahmedabad	42000
17	24-Nov	Suryakal	British Council announces GREAT Scholarships India 2017 in Ahmedabad	18000
18	24-Nov	Lokprem	British Council announces GREAT Scholarships India 2017 in Ahmedabad	22000
19	24-Nov	Standard Herald	British Council announces GREAT Scholarships India 2017 in Ahmedabad	44000
20	24-Nov	Sandesh	British Council announces GREAT Scholarships India 2017 in Ahmedabad	95000
21	24-Nov	Gujarat Vikas	British Council announces GREAT Scholarships India 2017 in Ahmedabad	15000

Examples of Print adverts



**STUDY UK  
DISCOVER YOU  
EXHIBITION 2016**

Learn about studying and living in the UK  
from over 55 institutions.

**Free entry  
19 November  
1pm – 6pm**

British Council,  
17 KG Marg, New Delhi

Pre-register for express entry at  
[www.educationuk.org/india/articles/november-2016-exhibitions](http://www.educationuk.org/india/articles/november-2016-exhibitions)  
or register on the day

For further information contact:  
0120 6684353 • 0120 4569000  
[delhi.enquiry@in.britishcouncil.org](mailto:delhi.enquiry@in.britishcouncil.org)

**BRITISH COUNCIL** **GREAT**  
BRITAIN & IRELAND



**BRITISH COUNCIL**

**STUDY UK  
DISCOVER YOU  
EXHIBITION 2016**

Learn about studying and living in the UK  
from over 10 institutions.

**Free entry  
25 November  
12pm – 5pm**

The Piccadilly, Sector B,  
Bara Birwa Road,  
Lucknow

Pre-register for express entry at  
[www.educationuk.org/india/articles/november-2016-exhibitions](http://www.educationuk.org/india/articles/november-2016-exhibitions)  
or register on the day

For further information contact:  
0120 6684353 • 0120 4569000  
[delhi.enquiry@in.britishcouncil.org](mailto:delhi.enquiry@in.britishcouncil.org)

**BRITISH COUNCIL** **GREAT**  
BRITAIN & IRELAND

Examples of Outdoor publicity





## Online Marketing

The exhibition digital promotion started from 21 October and was live till 25 November 2016.

The exhibitions were promoted through Facebook, Twitter, Google Display and Search adverts.

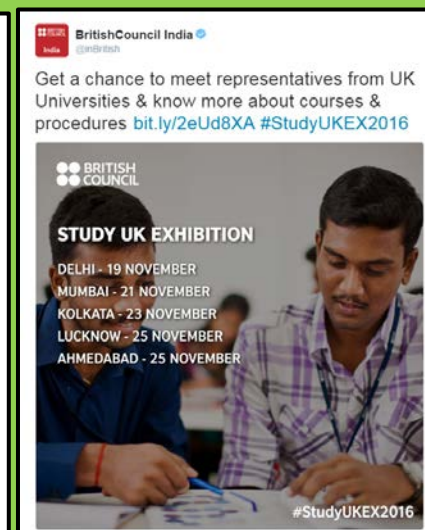
Highlights of the promotion across Facebook and Twitter (paid and organic) are as below:

### TWITTER:

Tweets were shared from British Council India's (@inBritish) twitter handle with link to the registration page on Education UK India website

Reach - 68,364

Hashtag Impressions - 1.1. Million



**FACEBOOK:**

Reach: 25,686

Hashtag Impressions: 40,393



**IMPRESSION FOR HASHTAGS USED TO PROMOTE THE EXHIBITION.**

**#EDUKEX2016**

The hashtag was then changed to #STUDYUKEX2016

**Facebook: 16,386**

**Twitter: 2,51,245**

Promotion carried out on Study UK: Discover You India Facebook page .

Facebook: boosted posts on Study UK: Discover You India Facebook Page

City	Reach	Impressions
Delhi	19,865	19,801
Mumbai	8,664	8,946
Kolkata	10,248	11,165
Lucknow	9,743	10,380
Ahmedabad	9,392	9,767
Generic	31,727	28,252
<b>Total</b>	<b>89,639</b>	<b>95,231</b>

**Highlights of the digital campaign and its reach:**

Medium	Impressions	CTR	All Clicks
Facebook	950,944	4.09	38,908
Google AdWords	196,111	1.3	2,540
Display	980,692	2.91	28,545
<b>Total</b>	<b>2,127,747</b>	<b>3.29</b>	<b>69,993</b>

- Over 2.1 million impressions received and nearly 70,000 clicks
- Generic keywords such as ‘best universities in the world’ and ‘study in the UK’ have performed best
- Mumbai followed by Delhi NCR has performed best in terms of reach
- 37% of our audience has been male and 24% have been between the age of 18-24 years
- Highest number of online registrations were from Kolkata and Mumbai
- 276 registrations came from mobiles phone, 349 from a desktop and 33 came from a tablet
- On the Facebook promotion platform , Mumbai was the top performing city in terms of reach and interaction

**Budgets**

- Nearly 60% exhibition budget was spent on promotion of the exhibitions.
- For digital marketing , 90 % was allocated to the exhibitions cities, while 10% was assigned to the satellite cities.

## Exhibitors' Feedback

	Delhi	Mumbai	Kolkata	Lucknow	Ahmedabad	Average
<b>(Input figures in percentage)</b>						
<b>How would you rate the duration of the event</b>						
Too long	2	10	0	23	0	7
Just right	91	87	92	62	100	86
Too short	4	2	0	0	0	1
Blank	3	1	8	15	0	5
<b>What were your objectives for coming</b>						
Recruitment	16	15	16	8	21	15
Profile raising	5	5	16	0	0	5
Both	75	78	58	85	72	74
Blank	4	2	10	7	7	6
<b>What is the assessment of the visitors to your desk</b>						
Good number and good quality	45	24	80	0	50	40
Good quality only	24	45	4	80	7	32
Good number only	16	4	0	0	43	13
Disappointing	9	25	8	20	0	12
Blank	6	2	8	0	0	3
<b>Please give your assessment of the exhibition in terms the below</b>						
<b>i. Promotion of the event</b>						
Very Good	16	5	32	8	7	14
Good	47	44	60	8	71	46
Satisfactory	13	18	0	38	15	17
Unsatisfactory	2	22	8	39	0	14
Blank	22	11	0	15	7	11
<b>ii. Branding at the event</b>						
Very Good	24	15	36	8	7	18
Good	43	49	48	8	71	44
Satisfactory	15	20	8	38	14	19
Unsatisfactory	0	3	0	39	0	8
Blank	18	13	8	10	8	11
<b>iii. Overall exhibition</b>						
Very Good	11	5	40	0	7	13
Good	54	39	56	0	79	46
Satisfactory	16	36	0	23	0	15
Unsatisfactory	4	9	0	62	7	16
Blank	15	11	4	15	7	10



	Delhi	Mumbai	Kolkata	Lucknow	Ahmedabad	Average
<b>(Input figures in percentage)</b>						
<b>Please give us your views on the innovations made at the exhibitions this year</b>						
<b>i. QR codes</b>						
Very Good	11	7	16	0	14	10
Good	31	38	32	8	22	26
Satisfactory	0	6	4	31	7	10
Unsatisfactory	2	2	4	3	0	2
Blank	56	47	44	31	57	47
<b>ii. Video wall</b>						
Very Good	0	13	16	0	7	9
Good	0	31	40	8	29	27
Satisfactory	0	9	4	31	7	13
Unsatisfactory	0	2	0	3	0	1
Blank	0	45	40	31	57	43
<b>How would you rate the support to your business needs provided by the British Council</b>						
<b>i. Before the event</b>						
Very Good	15	20	24	8	14	16
Good	54	58	52	8	79	50
Satisfactory	11	13	5	7	0	7
Unsatisfactory	0	0	0	46	0	9
Blank	2	9	20	31	7	14
<b>ii. During the event</b>						
Very Good	15	22	28	0	22	17
Good	47	45	44	15	71	44
Satisfactory	18	15	4	8	0	9
Unsatisfactory	2	0	0	46	0	10
Blank	18	18	24	31	7	20
<b>Did the exhibition meet your expectations</b>						
Agree strongly	4	2	28	0	8	8
Agree	65	44	68	0	78	51
Disagree	11	42	0	46	14	23
Strongly Disagree	2	4	0	31	0	7
Blank	18	8	4	23	0	11
<b>Overall, the exhibition was a high quality event</b>						
Agree strongly	9	2	28	0	7	9
Strongly	65	56	60	0	86	53
Disagree	11	29	0	46	7	19
Strongly Disagree	0	4	4	31	0	8
Blank	15	9	8	23	0	11
<b>I have acquired knowledge about the market from participating at the exhibition</b>						
Agree strongly	11	5	4	0	14	7
Strongly	58	49	80	23	86	59
Disagree	11	29	0	23	0	13
Strongly Disagree	2	4	8	31	0	9
Blank	18	13	8	23	0	12

	Delhi	Mumbai	Kolkata	Lucknow	Ahmedabad	Average
<b>(Input figures in percentage)</b>						
<b>How was this exhibition compared to last year</b>						
Much better	3	0	8	0	0	2
Better	21	7	28	0	21	15
Same	25	15	28	0	8	15
Worse	9	25	0	0	0	7
Much worse	2	5	0	8	0	3
Didn't attend	22	38	24	69	50	41
Blank	18	10	12	23	21	17
<b>Did you book the hotel and internal travel through our recommended travel agents</b>						
Yes	15	13	16	15	29	18
No	65	73	72	54	71	67
Blank	2	14	72	31	0	24
<b>Would your institution consider attending a similar event next year</b>						
Yes	51	20	68	0	57	39
No	0	7	0	23	7	7
Undecided	33	62	28	46	36	41
Blank	16	11	4	31	0	12

#### Some key highlights from exhibitors feedback:

- Most exhibitors felt that the exhibition duration was just right across all exhibition cities except in Lucknow, wherein 23% exhibitors felt that the exhibition was too long.
- The Ahmedabad exhibition was successful for all institutions that participated. 86% delegates felt that the Ahmedabad exhibition was a high quality event while 100% delegates have mentioned that they have acquired market knowledge and intelligence about the city by participating at the Ahmedabad exhibition
- The feedback received for the Kolkata exhibition reflects that 68% delegates would like to come back to the city to attend the exhibition next year

#### Generic comments by delegates:

- 'I really like the new branding - very vibrant. I support the QR codes and video wall'
- 'There is a demand for some specialist courses, computer animation and visual effects seems to be a popular choice. Media and journalism, especially broadcast journalism seems to be an area that is picking up'

Visitors' Feedback

		Delhi	Mumbai	Kolkata	Lucknow	Ahmedabad	Average
(data in percentages)							
1	Did you get all the information you were seeking						
	Yes	92	95	84	100	92	92.6
	No	8	5	11	0	7	6.2
	Blank	0	0	5	0	1	1.2
2	Will you be making an application to the UK now						
	Yes	60	59	31	54	47	50.2
	No	38	36	60	43	47	44.8
	Blank	2	5	9	3	6	5
3	The Exhibition met my expectations						
	Strongly agree	31	34	25	24	18	26.4
	Agree	59	60	58	38	67	56.4
	Neither	7	4	7	0	11	5.8
	Disagree	2	0	6	8	1	3.4
	Strongly disagree	1	1	0	0	1	0.65
	Blank	0	1	4	0	2	1.4
4	Overall, the exhibition was a high quality event						
	Strongly agree	35	39	23	35	24	31.2
	Agree	56	54	67	60	61	59.6
	Neither	7	3	1	5	11	5.4
	Disagree	1	0	0	0	2	0.6
	Strongly disagree	1	1	0	0	0	0.4
	Blank	0	3	9	0	2	2.8
5	I have acquired knowledge about UK education from attending the exhibition						
	Strongly agree	34	37	23	27	20	28.2
	Agree	58	53	67	65	64	61.4
	Neither	5	4	2	8	10	5.8
	Disagree	2	1	1	0	2	1.2
	Strongly disagree	1	1	1	0	1	0.8
	Blank	0	4	6	0	3	2.6
6	Your understanding of what the UK has to offer as a place to study						
	0	2	1	0	0	1	0.8
	1	1	0	0	0	2	0.6
	2	2	1	2	0	0	1
	3	3	2	2	8	0	3
	4	4	2	4	0	8	3.6
	5	10	10	7	3	12	8.4
	6	8	10	13	11	19	12.2
	7	23	21	17	24	17	20.4
	8	22	26	24	27	19	23.6
	9	14	13	12	11	14	12.8
	10	11	13	13	16	4	11.4
	Blank	0	1	6	0	4	2.2

		Delhi	Mumbai	Kolkata	Lucknow	Ahmedabad	Average
(data in percentages)							
7	Your perception of the attractiveness of the UK as a place to study						
	0	2	1	0	0	1	0.85
	1	1	1	0	0	1	0.60
	2	2	2	1	5	2	2.30
	3	1	0	2	0	3	1.20
	4	4	4	1	8	5	4.40
	5	7	5	8	0	11	6.20
	6	13	8	7	11	13	10.40
	7	18	21	14	19	21	18.60
	8	23	25	25	24	18	23.00
	9	15	20	17	16	13	16.20
	10	14	12	21	17	7	14.20
	Blank		1	5	0	5	2.20
8	Your intention to study/have your child study in the UK						
	0	2	2	3	3	1	2.20
	1	1	2	0	3	1	1.40
	2	1	1	4	0	3	1.80
	3	2	3	3	0	4	2.40
	4	2	2	7	5	6	4.40
	5	12	4	8	11	6	8.20
	6	7	11	23	5	7	10.60
	7	17	13	12	6	20	13.60
	8	17	23	16	32	19	21.40
	9	19	14	8	16	10	13.40
	10	20	16	9	19	12	15.20
	Blank	0	9	7	0	11	5.40
9	How would you rate the quality of service/s you have received						
	Excellent	39	47	27	35	34	36.40
	Good	51	48	58	49	55	52.20
	Average	8	4	12	13	7	8.80
	Bad	1	0	0	3	1	1.00
	Very bad	1	0	0	0	0	0.20
	Blank	0	1	3	0	3	1.40
10	Have you taken part in any of the following activities organised by the British Council in the last 12 months						
	Education UK Exhibition	19	17	13	19	16	16.80
	IELTS	10	10	20	3	17	12.00
	Education UK Briefing	3	3	8	2	3	3.80
	No	61	62	54	46	60	56.60
	Others	7	2	4	30	1	8.80
	Blank	0	6	1		3	2.00
11	Did you find the UK Institution QR codes useful						
	Strongly agree	13	7	12	14	10	11.20
	Agree	58	42	54	32	40	45.20
	Neither	25	35	19	46	34	31.80
	Disagree	3	3	3	3	1	2.60
	Strongly disagree	1	1	2	5	2	2.20
	Blank	0	12	10	0	13	7.00

		Delhi	Mumbai	Kolkata	Lucknow	Ahmedabad	Average
(data in percentages)							
12	Did you attend any of the subject seminars						
	Yes	32	27	24	NA	NA	27.67
	No	62	67	67	NA	NA	65.33
	Blank	6	6	9	NA	NA	7.00
13	Did you find the seminar useful						
	Extremely useful	14	13	12	NA	NA	13.00
	Useful	26	25	25	NA	NA	25.33
	Average	7	3	11	NA	NA	7.00
	Bad	1	0	0	NA	NA	0.33
	Very bad	0	0	4	NA	NA	1.33
	Blank	52	59	48	NA	NA	53.00
14	Did you attend the students visa seminar						
	Yes	20	21	18	NA	NA	19.67
	No	72	72	75	NA	NA	73.00
	Blank	8	7	7	NA	NA	7.33
15	Did you find the seminar useful						
	Extremely useful	9	11	7	NA	NA	9.00
	Useful	18	15	18	NA	NA	17.00
	Average	6	2	4	NA	NA	4.00
	Bad	1	0	0	NA	NA	0.33
	Very bad	0	0	3	NA	NA	1.00
	Blank	66	72	68	NA	NA	68.67
		0					
16	Did you meet the officer at the UK Visas and Immigration stall?						
	Yes	36	47	30	32	34	35.80
	No	52	43	62	38	59	50.80
	Blank	12	10	8	30	7	13.40
17	Did you find the information you received useful						
	Extremely useful	14	13	13	16	11	13.40
	Useful	29	28	24	32	50	32.60
	Average	5	6	5	14	11	8.20
	Bad	2	0	0	3	0	1.00
	Very bad	0	0	0	0	0	0.00
	Blank	50	53	58	35	28	44.80

## Future steps

**British Council**

- Some delegates at the Study UK exhibition in Delhi provided feedback for a venue change and suggested to move the Delhi exhibition from the British Council premise to a neutral venue i.e. hotel (like all other Study UK: Discover You exhibitions). Though the British Council Delhi premise has a strong brand presence and is well known amongst the student population there was substantial feedback to move the Delhi exhibition to an external venue. We will be working towards a solution and move the Delhi exhibition to a mutually beneficial venue for the students and delegates for the February 2017 exhibition.
- Few delegates faced issues with Wi-Fi connection at the Delhi exhibition. The same was addressed and resolved. Few delegates have also requested for free Wi-Fi for more than one device. We will be evaluating the option for future exhibitions.
- At the November 2016 exhibition, there was an overall drop of 31% in the number of attendees. The highest drop was in the city of Lucknow followed by Mumbai. We carried out extensive marketing and publicity for the Lucknow exhibition and also gained local market intelligence through local schools, higher education institutions and agents and re-entered the Lucknow market after a gap of two years after positive feedback about the UK education market amongst prospective students. For the future we shall carry out more student facing events in the city to regain the student interest for UK education.
- Like Lucknow, we organised the exhibition in Ahmedabad after a gap of two years. The exhibition was extremely well received and had very good feedback from the delegates. There was mixed feedback from delegates about the trend of queries where some delegates felt that there were more UG course queries while few delegates felt that the queries were more for PG courses. We will focus to enhance the existing interest in the UK market and conduct more events to help students be more aware about benefits of studying in the UK and the post study global opportunities.
- The exhibition in Kolkata garnered positive feedback from all delegates. The display of branding at the venue was appreciated and it was suggested to use the same sort of branding across all exhibition venues.

**UK Institutions**

- This year a large number of delegates have given feedback that the agent fairs that are held along side the exhibitions are hampering student numbers to the exhibitions. Agent exhibitions are held alongside the Study UK: Discover You exhibitions for many years and it has impacted the number and quality of students visiting our fairs. From the last few years British Council has been advising UK institutions to seek minimum agents support at the exhibitions. This will enhance the brand value of UK, and it shall also ensure that numbers at the exhibition remain consistent and do not decline.
- We have observed increase of student interest in new subject areas like Social Sciences and Psychology. The upcoming subject trends indicate that Indian students are looking at other subjects other than the traditional Management and Engineering courses and UK institutions should proactively speak about other courses as well. UK institutions can look at subject trends from this report or can analyse data collected at the stall to get more information on newer subject trends.
- We advise UK institutions to work proactively with their successful alumni so that they can act as institution brand ambassadors to promote UK education and the institution. Alumni should be involved at exhibitions ,alumni can chat with prospective alumni through digital and social medium.

## Appendix

## List of Exhibitors (Alphabetical Order):

Sr. Nos.	Name of Institution	Sr. Nos.	Name of Institution
1	Abertay University	37	London South Bank University
2	Aberystwyth University	38	University College London
3	Arts University Bournemouth	39	Manchester Metropolitan University
4	University of the Arts London	40	The University of Manchester
5	Aston University	41	Middlesex University
6	Bath Spa University	42	Navitas-UK
7	The University of Bath	43	Newcastle University
8	Bangor University	44	University of Northampton
9	University of Birmingham	45	Northumbria University Newcastle
10	Birmingham City University	46	The University of Nottingham
11	University of Bolton	47	Plymouth University
12	Bournemouth University	48	University of Portsmouth
13	BPP University	49	Queen Margaret University, Edinburgh
14	University of Bristol	50	Queen Mary University of London
15	Brunel University, London	51	Queen's University Belfast
16	Cardiff University	52	University of Reading
17	City, University of London	53	Regent's University London
18	Cranfield University	54	University of Roehampton
19	University for the Creative Arts	55	Royal Agricultural University
20	The University of Dundee	56	Royal Holloway, University of London
21	The University of Edinburgh	57	St Mary's University, London
22	University of Essex	58	SOAS University of London
23	University of Exeter	59	Sheffield Hallam University
24	The Glasgow School of Art	60	The University of Sheffield
25	University of Glasgow	61	University of Southampton
26	Goldsmiths, University of London	62	Staffordshire University
27	Imperial College London	63	University of Strathclyde
28	University of Kent	64	University of Sunderland
29	King's College London	65	University of Surrey
30	Kingston University	66	University of Sussex
31	Leeds Beckett University	67	Teesside University
32	Leeds Trinity University	68	UCAS
33	University of Leeds	69	University of Warwick
34	University of Lincoln	70	University of the West of Scotland
35	Liverpool Hope University	71	University of Westminster
36	London Metropolitan University	72	York St John University

**Delhi**

Print advertising: 9 newspapers insert for duration of 7 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
Times of India Main	Delhi/NCR	English	1250	2	12 Nov, 15 Nov
HT City	Delhi/NCR	English	1150	3	13 Nov, 17 Nov, 19 Nov
HT Education	Delhi/NCR	English	1150	1	16 Nov
Education Times	Delhi/NCR	English	1250	1	14 Nov
Delhi Times	Delhi/NCR	English	1150	1	18 Nov
Hindustan Times Main	Delhi/NCR	English	1150	1	18 <sup>th</sup> Nov

Radio: Radio Mirchi and Red FM ( activity carried out for 5 days with 10 spots per day )

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

Other: 500 physical posters and 30000 flyers sent across to 200 local schools and 160 colleges

**Mumbai**

Print advertising: 11 newspapers insert for duration of 8 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
Times of India	Mumbai	English	847	2	18 Nov, 21 Nov
Economic Times	Mumbai	English	231	1	16 Nov
Navbharat Times	Mumbai	Hindi	133	1	20 Nov
Maharashtra Times	Mumbai	Marathi	286	1	19 Nov
Mumbai Mirror	Mumbai	English	725	1	15 Nov
Hindustan Times	Mumbai	English	540	1	17 Nov
DNA	Mumbai	English	475	1	15 Nov
Education Times	Mumbai	English	789	1	14 Nov
Midday	Mumbai	English	375	1	16 Nov
Gujarat Samachar	Mumbai	Gujarati	750	1	17 Nov



**Radio:** Radio Mirchi and Red FM (radio spots - activity carried out over a 7 day period on both the radio channels))

**Outdoor:** Poster campaigns, Roadshows and leaflet distribution was done outside 40 local institutions College activity in 10 local colleges (including poster - flyer dissemination)12 colleges visited in Mumbai as part of pre-event promotional activity. And connected via telephone with 14 school counsellors prior to the event. Telecalling activity carried out

**Other:** 500 physical posters and 25000 flyers sent across to 100 local schools and 280 colleges

### **Kolkata**

**Print advertising:** 9 newspapers insert for duration of 7 days. Details as follows:

<b>Publication</b>	<b>Edition</b>	<b>Language</b>	<b>Circulation (in '000)</b>	<b>No of insertions</b>
ANANDA BAZAR PATRIKA	Kolkata	English	8,54,196	1
ABP PRASTUTI	Kolkata	English	8,54,196	1
TT YOU	Kolkata	English	3,47,933	1
T2	Kolkata	English	3,47,933	1
TIMES OF INDIA	Kolkata	English	2,81,495	1
EI SAMAY	Kolkata	English	251,849	1
CAL TIMES	Kolkata	English	2,81,495	1
EDUCATION TIMES	Kolkata	English	50,000	1
BARTAMAN	Kolkata	English	3,60,127	1

**Radio:** 3 Radio channels - Radio Mirchi and Red FM and 91.9 (radio spots - activity carried out over a 7 day period on all three radio channels))

**Outdoor:** Poster campaigns, Roadshows and leaflet distribution was done outside 50 local institutions. 150 flyers were couriered to schools and local colleges. Post poster distribution of posters and flyers , visits were made to all schools and colleges to promote the exhibitions.

**Ahmedabad**

Print advertising: 7 newspapers insert for duration of 6 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
Education Times	Ahmedabad , Baroda	English	94	1	21 Nov
Ahmedabad Mirror	Ahmedabad	English	50	1	22 Nov
Sandesh	Ahmedabad	Gujarati	390	1	24 Nov
Times of India	Ahmedabad (city run)	English	222	1	25 Nov
Gujarat Samachar	Ahmedabad	Gujarati	490	1	22 Nov
Divya Bhaskar	Ahmedabad	Gujarati	453	1	25 Nov
Divya Bhaskar	All editions	Gujarati	970	1	23 Nov

Radio: Radio Mirchi and Red FM (radio spots - activity carried out over a 7 day period on both the radio channels)

Outdoor: Poster campaigns, Roadshows and leaflet distribution was done outside 50 local institutions 24 institutions visited in Ahmedabad (Schools and Colleges) as part of pre-event promotional activity

Other: 200 physical posters and 10000 flyers sent across to 48 schools and 113 colleges. Eflyer sent across to 13000 Ahmedabad database.

**Lucknow**

Print advertising: 9 newspapers insert for duration of 7 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
Times of India Main	Lucknow	English	130	1	19 Nov
HT City	Lucknow	English	80	1	20 Nov
Education Times	Lucknow	English	130	1	21 Nov
Dainik Jagran	Lucknow	Hindi	350	1	11 Nov
Amar Ujala	Lucknow	Hindi	280	1	25 Nov
Lucknow Times	Lucknow	English	130	1	20 Nov
HT Education	Lucknow	English	80	1	23 Nov
HT Main	Lucknow	English	80	1	24 Nov
Navbharat Times	Lucknow	Hindi	60	1	25 Nov

Radio: Radio Mirchi and Radio City (activity carried out for 5 days with 10 spots per day)

Outdoor: Poster campaigns, Roadshows and leaflet distribution was done outside 30 local institutions 25 institutions visited in Lucknow (Schools and Colleges) as part of pre-event promotional activity

Other: 250 physical posters and 10000 flyers sent across to 30 schools and 40 colleges. Eflyer sent across to 5134 database.

## Snapshot of the coverage:

**STUDYING IN THE UK**

For students aspiring to study in the UK, the British Council will host a 'Study UK: Discover You' Exhibition on November 19, 2016. Bringing together 56 UK institutions, the exhibition will present aspirants with an opportunity to talk to university representatives on a one-on-one basis and get their queries answered on course choices, visas, applications, scholarships and more.

**DATE:** 19 November 2016

**TIME:** 1.00pm to 6.00 pm.

**VENUE:** British Council, Delhi

For registration, please log on to <https://in.edukexhibition.org/en/exhibition/18>

**British Council announces scholarships for students**

**LUCKNOW:** The British Council has announced the Great Britain Scholarships – India 2017 worth £1 million as a part of the 'Great Britain' campaign along with a new proposition 'Study UK: Discover You'. 198 great scholarships in subject areas ranging from art and design to engineering, law and management are offered to the students aspiring to study in the UK. The British Council will host 'Study UK: Discover You Exhibition' in Lucknow on Friday between 12 noon and 5 pm at The Piccadilly, Lucknow for aspirants wanting to know more about the education opportunities in the UK. Visitors at the exhibition will get a unique opportunity to directly

**ब्रिटेन में पढ़ाई के मौकों की मिलेगी जानकारी**

■ एनबीटी संवाददाता, लखनऊ: ब्रिटेन में पढ़ाई का सपना देखने वाले स्टूडेंट्स के लिए अच्छी खबर है। शुक्रवार को राजधानी में ब्रिटेन के 13 विश्वविद्यालयों के प्रतिनिधि शहर के स्टूडेंट्स से रुबरू होंगे। यूनिवर्सिटी के काउंसिलर्स अपने यहां पढ़ाई के अवसरों, स्कॉलरशिप और अन्य सवालों के जवाब लेकर आएंगे। कानपुर रोड स्थित निजी होटल में होने वाला यह कार्यक्रम ब्रिटिश काउंसिल की ओर से करवाया जा रहा है। 'स्टडी यूके डिस्कवर यू' शीर्षक पर प्रदर्शनी भी लगाई जाएगी।

**UK scholarships of £ 1 million for Indian students**

PTI, Kolkata | Updated Nov 22, 2016 18:23 IST



The UK government is offering scholarships of one million pounds (Rs 85.1 crore) in 2017 to attract Indian students. (Shutterstock)



The UK government is offering scholarships of one million pounds (Rs 85.1 crore) in 2017 to attract Indian students. Debarjan Chakrabarti, director of British Council East India, said the new 198 scholarships under the 'Great' campaign are in subject areas ranging from art and design to engineering, law and management.

A total of 40 UK universities are participating in this programme. 'Studying in the UK offers Indian students three things - a world-class education, being part of an international student body and the chance to work post study,' he said, adding selected students will join over 400,000 international students from 200 countries.

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

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# £1 m scholarships for Indian students going to UK varsities

HT Correspondent  
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**KOLKATA:** For those eyeing admission to UK's universities in the 2017-2018 academic session, here is some good news! The British Council has announced the Great Britain Scholarships - India 2017 worth £ 1 million.

A total of 198 scholarships is on offer in subjects ranging from arts and design to engineering, law and management for students aspiring to study in the UK. On November 23, British Council will showcase 26 UK universities in Kolkata as part of its India-wide exhibition on 'Study UK: Discover You'. The new proposition 'Study UK: Discover You' focuses on the experiences, knowledge and confidence that students can gain from UK study, whether in the UK or overseas, or through distance learning, online provision, and other models.

It also highlights the aspects of the UK higher education system that makes it world-renowned: its impeccable academic standards, progressive and supportive teaching, internationally recognised

- ### SOME PARTICIPATING UNIVERSITIES
- University of the Arts London
  - Aston University
  - The University of Bath
  - University of Birmingham
  - University of Bristol
  - City University of London
  - Cranfield University
  - University for the Creative Arts
  - Goldsmiths, University of London
  - King's College London
  - Leeds Trinity University
  - University of Leeds
  - Queen Mary University of London
  - University of Reading
  - University of Surrey
  - University of Warwick

qualifications and positive impact on graduate employability.

"Studying in the UK offers Indian students three things: A world-class education, being part of an international student body and the chance to work post study. Successful Indian students will join over 400,000 international students from 200 countries," Debanjan Chakrabarti, director, British Council East India, said.

Visitors to the one-day exhibition will get an opportunity to directly talk to representatives from universities like University of Birmingham, King's College London, University of Leeds,

University of Warwick, University of Reading, The University of Bath and City University of London.

Students attending the exhibition will also benefit from career seminars on resource efficient manufacturing, careers in humanities and social sciences, engineering, coupled with insightful sessions by experts on student visas. "It is a myth that getting a visa for UK is difficult. In fact, nine out of every 10 visa applications are successful. The student satisfaction in the UK is high, with 91% of international undergraduate students in the UK being happy with their experience," said Chakrabarti.

## British Council to hold education fair on Nov 23



OUR CORRESPONDENT

**KOLKATA:** The British Council will organise an education fair 'Study UK: Discover You Exhibition' at the Gateway Hotel in the city on November 23, inviting students from various fields aspiring to study in United Kingdom.

Around 25 renowned universities from the United Kingdom will take part in the programme further strengthening Indo-Britain bilateral relationship. As a part of the 'Great Britain campaign', the British Council has announced the Great Britain Scholarships - India 2017.

UK has always been the

first choice for students across India - especially for those from the Eastern part - for pursuing higher studies. The 'Great Britain' campaign is designed to promote the best of British education overseas so that students from this part of the country get an opportunity to study in premier institutions in UK.

The campaign will focus on the experiences, knowledge and confidence the students can gain from studying in UK or through distance learning, online provisions or other model. It will also highlight various aspects of higher education in the United Kingdom, its progressive and supportive

teaching. Around 198 scholarships have been announced for Indian students. The scholarships will cover a range of subjects: from management to social science, from engineering to resource efficient manufacturing and humanities.

Altogether, 40 universities from the island nation are expected to participate in the 'Great Britain Scholarship - India 2017'. A total of 29 undergraduate and 169 post-graduate scholarships will be provided in engineering, law, art, design, management and other fields of study.

Visitors to the one-day exhibition will get an opportunity to directly talk to the representatives from nearly 26 top universities in UK and can get their questions answered on course choices, visas, applications, scholarships and other vital details.

It was learnt that in last decade itself, around 1.4 lakh students have studied in UK. Debanjan Chakrabarti, British Council East India said, "We are delighted to see that over 25 UK universities are visiting Kolkata and launching 198 scholarships with the British Council. Different universities will offer Indian students a world class education."

## শহরে পড়ুয়াদের জন্য আয়োজিত হতে চলেছে 'স্টাডি ইউকে : ডিসকভার ইউ এগজিভিশন'

নিজস্ব প্রতিনিধি : বর্তমানে বিদেশে গিয়ে পড়াশোনা ও চাকরি করার সুযোগ সুবিধা বেড়েছে বহুগুণ। নতুন প্রজন্মের তরুণ-তরুণীরা তাদের কেরিয়ার সম্পর্কে যথেষ্ট সচেতন। শুধুই যে তরুণ-তরুণীরাই তাদের কেরিয়ার নিয়ে ভাবেন এটা বলা ভুল হবে। সঙ্গে তাদের অভিভাবকেরাও তাদের কেরিয়ার সম্পর্কে যথেষ্ট তৎপর। তাই প্রতি বছরের মতো এবছরও পড়ুয়াদের সুবিধার্থে শহরে আয়োজিত হতে চলেছে একটি এগজিভিশন। ব্রিটিশ কাউন্সিল এর উদ্যোগে আগামী ২৩ নভেম্বর আয়োজিত হতে চলেছে 'স্টাডি ইউকে : ডিসকভার ইউ এগজিভিশন'। সোমবার এমনটাই জানালেন গোটা পূর্ব ভারতের দায়িত্বে থাকা ব্রিটিশ কাউন্সিলের ডিরেক্টর দেবজ্ঞান চক্রবর্তী। তিনি

বলেন, এই এগজিভিশন চলেবে দুপুর ১টা থেকে সন্ধ্যে ৬টা পর্যন্ত গেটওয়ে হোটেলে। এগজিভিশনে থাকছে ইউকে এর ২৬টি বিশ্ববিদ্যালয়ের প্রতিনিধিরা। অর্থাৎ এই এগজিভিশনে এলে পড়ুয়ারা জানতে পারবে ইউকের বিভিন্ন বিশ্ববিদ্যালয়ে পড়াশোনা করার সুযোগ-সুবিধা কথা। পূর্ব ভারতে এটি সব থেকে বড় ইউকে এগজিভিশন বলেও তিনি উল্লেখ করেন। পড়ুয়ারা চাইলে এই সমস্ত বিশ্ববিদ্যালয়ের অধীনে পড়াশোনা করার জন্য যাবতীয় তথ্য সংগ্রহ করতে পারেন। প্রতি বছরই পড়ুয়ারা তাদের অভিভাবকদের সঙ্গে এসে উপস্থিত হন এই এগজিভিশনে। ইউকে তে পড়াশোনা করলে ছাত্র-ছাত্রীরা কি কি আরও সুযোগ-সুবিধা, স্কলারশিপ পেতে পারেন তাই

তুলে ধরা হবে এই এগজিভিশনে। মূলত একাদশ-দ্বাদশ ও কাছিনাল ইয়ারের ছাত্র-ছাত্রীদের জন্যই এই এগজিভিশন। পাশাপাশি আগামী ২৩ তারিখই পড়ুয়াদের সুবিধার্থে আয়োজিত হবে একটি সেমিনারও। সেমিনারের আলোচনার বিষয়ের মধ্যে থাকবে ইঞ্জিনিয়ারিং, আইইএলটিএস, রিসোর্স এফিসিয়েন্ট ম্যানুফ্যাকচারিং ও হিউম্যানিটিস। একইসঙ্গে ছাত্র-ছাত্রীরা জানতে পরবেন স্কলারশিপ সম্পর্কে তথ্য। এবছর ব্রিটিশ কাউন্সিলের পক্ষ থেকে ১৯৮টি গ্রেট স্কলারশিপের সুযোগ পেতে পারে পড়ুয়ারা। গত বছর এই এগজিভিশনে অংশগ্রহণ করেছিলেন প্রায় ৬০০জন পড়ুয়া এবং অভিভাবক থেকে সাধারণ মানুষের অংশগ্রহণের সংখ্যা ছিল প্রায় ৯০০জনের মতো।

www.britishcouncil.org/siem

# UK ભણવા જવા ઈચ્છતા વિદ્યાર્થીઓ માટે 198 સ્કોલરશિપની જાહેરાત

ગ્રેટ કેમ્બ્રિજ હેઠળ બ્રિટીશ લાઈબ્રેરીમાં બ્રિટીશ કાઉન્સિલનું એલાન

ફોટો સિમેટર @ahm\_cb

મંગળવારે બ્રિટીશ લાઈબ્રેરી ખાતે બ્રિટીશ કાઉન્સિલ દ્વારા 'ગ્રેટ બ્રિટન' કેમ્બ્રિજના ભાગરૂપે 1 મિલિયન પાઉન્ડની ગ્રેટ બ્રિટન સ્કોલરશિપ્સ-ઈન્ડિયા 2017ની જાહેરાત કરાઈ હતી. આ પ્રસંગે બ્રિટીશ ડેપ્યુટી હાઈકમીશનર જેક વેઈન અને વેસ્ટ ઈન્ડિયાના ડિરેક્ટર શેરોન મેથિસ હાજર રહ્યાં હતાં. આ સ્કોલરશિપ અંતર્ગત યુકેમાં આર્ટ, મેનેજમેન્ટ, ટેકનોલોજી અને લાઈફ સાયન્સ સહિતના ફિલ્ડમાં ભણવા જવા માગતા સ્ટુડન્ટ્સને

**25મીએ સ્ટડી યુકે: ડિસ્કવર યુ ઓકિઝિગિશન**



**ઇ ગ્રેટ બ્રિટન સ્કોલરશિપ ઈન્ડિયા**

- કુલ 1 મિલિયન પાઉન્ડની 198 સ્કોલરશિપ
- મિનિમમ 5 હજાર અને વધુમાં વધુ 13 હજાર પાઉન્ડની સ્ટુડન્ટ્સ ટ્રીક સ્કોલરશિપ
- 40 જેટલી યુનિ. આપશે આ સ્કોલરશિપ
- કુલ 29 અંદર ગ્રેજ્યુએટ અને 169 પોસ્ટ ગ્રેજ્યુએટ સ્કોલરશિપ જેમાં એન્જિ., લો, આર્ટ, ડિઝાઈન અને મેને. શેરની સમાવેશ.

બ્રિટીશ કાઉન્સિલ દ્વારા 25 નવેમ્બરે વસ્ત્રાપુરા ખાતેની કાઉન્સિલની લાઈબ્રેરી પર સ્ટડી યુકે: ડિસ્કવર યુ ઓકિઝિગિશન યોજાશે. જેમાં 'ઇન્ડિયા કોલેજ લંડન, કિંગ્સ કોલેજ યુનિવર્સિટી, યુનિવર્સિટી ઓફ વેસ્ટ ઓફ સ્ટોલેન્ડ' વગેરેનો સમાવેશ થાય છે.

198 ગ્રેટ સ્કોલરશિપ અપાશે. શરૂ કરાઈ છે. આ પહેલ અંતર્ગત આ સાથે 'સ્ટડી યુકે: ડિસ્કવર યુ' વસ્ત્રાપુરા બ્રિટીશ કાઉન્સિલમાં અંતર્ગત ઓકિઝિગિશનની પહેલ પણ 25 નવેમ્બરે યુકેની 14 યુનિવર્સિટી એવા સ્ટુડન્ટ્સ કે જેઓ યુકેમાં ભણવા માગે છે તેમને કેરિયરની લઈને વિગત અંગેનું સંપૂર્ણ માર્ગદર્શન અપાશે. આ

પ્રસંગે બ્રિટીશ ડેપ્યુટી હાઈકમીશનર જેક વેઈને કહ્યું કે, 'મને આશા છે કે ઈન્ડિયાના સ્ટુડન્ટ્સ આગામી 50 વર્ષમાં જે સમસ્યાઓ અને પડકારોનો ઉકેલ લાવશે તેમાં તેમને આ એજ્યુકેશન મદદરૂપ થશે.' જ્યારે બ્રિટીશ કાઉન્સિલ ઓફ વેસ્ટ ઈન્ડિયાના ડિરેક્ટર શેરોન મેથિસે કહ્યું કે, 'ઈન્ડિયન યુથ પર વિશ્વાસ છે. યુકે માટે ગુજરાત અને તેમાં પણ અમદાવાદ મહત્વનું છે. સ્કોલરશિપમાં તમામ શેરના ગ્રેજ્યુએશન અને પોસ્ટ ગ્રેજ્યુએશન કરવા માગતા સ્ટુડન્ટ્સને આવરી લેવાશે.'

**British Council's Study UK: Discover You exhibition**

**Ahmedabad,**

For students aspiring to study in the UK, British Council will host a 'Study UK: Discover You' Exhibition on Nov 25, 2016, Friday in Ahmedabad. Bringing together 14 UK institutions, the exhibition will present aspirants with an opportunity to talk to university representatives on a one-on-one basis and get their queries answered on course choices, visas, applications, scholarships and more.

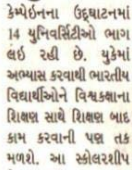


# બ્રિટિશ કાઉન્સિલની ભારતીય વિદ્યાર્થીઓ માટે 190થી વધુ સ્કોલરશીપની જાહેરાત

નવગુજરાત સમય > અમદાવાદ

■ બ્રિટિશ કાઉન્સિલ દ્વારા મંગળવારે 'ગ્રેટ સ્કોલરશીપ્સ ઈન્ડિયા 2017'ની જાહેરાત કરવામાં આવી હતી. લગભગ 198 જેટલી સ્કોલરશીપમાં વિવિધ વિદ્યાશાખાઓમાં અભ્યાસ કરતા ભારતીય વિદ્યાર્થીઓ યુનાઇટેડ કિંગડમની 40 જેટલી યુનિવર્સિટીમાં અભ્યાસ કરી શકશે. આ સ્કોલરશીપની રકમ લગભગ દસ લાખ પૈસા જેટલી હશે. બ્રિટિશ કાઉન્સિલના ગ્રેટ બ્રિટન કેમ્પેઇનના ભાગરૂપે આ સ્કોલરશીપની જાહેરાત કરવામાં આવી છે. જેમાં આટલુંથી લઈને ડિઝાઇન, એન્જિનિયરિંગ, લો અને મેનેજમેન્ટ સહિતના વિષયોમાં સ્કોલરશીપ મેળવી શકાશે.

બ્રિટિશ કાઉન્સિલ, વેસ્ટ ઈન્ડિયાના ડિરેક્ટર શેરોન મેમીસે જણાવ્યું કે, 'અમદાવાદ ખાતે યોજાઈ રહેલા



શેરોન મેમીસે

કેમ્પેઇનના ઉદ્દેશ્યોમાં 14 યુનિવર્સિટીઓ ભાગ લઈ રહી છે. યુકેમાં અભ્યાસ કરવાથી ભારતીય વિદ્યાર્થીઓને વિશ્વકક્ષાના શિક્ષણ સાથે શિક્ષણ બાદ કામ કરવાની પણ તક મળશે. આ સ્કોલરશીપ મેળવવામાં સફળ થનાર વિદ્યાર્થીઓ અમારે ત્યાં આવતાં 200 દેશોના 4 લાખ આંતરરાષ્ટ્રીય વિદ્યાર્થીઓનો એક ભાગ બનશે. અમે માનીએ છીએ કે, આવતા 50 વર્ષમાં ભારતીય વિદ્યાર્થીઓ સામે જે પડકાર આવવાના છે, તેમાં તેમને વિશ્વ કક્ષાના નિરાકરણની જરૂર પડશે. તેના માટે તેમની પાસે વિશ્વના પ્રવાહોની સમજણ અને જ્ઞાન હોવું જરૂરી છે. યુકેની સ્કોલરશીપ તેમને એ મેળવવામાં મદદરૂપ થશે.

આ નવી શિક્ષણ નીતિ ગ્રેટ કેમ્પેઇનનો ભાગ છે, જેનો હેતુ વિદેશના

વિદ્યાર્થીઓ માટે યુકેને પ્રથમ વિકલ્પ બનાવવાનો, તેમજ દુનિયાને તેજસ્વી વિદ્યાર્થીઓ આપવાનો છે. તેમાં 'ઓનલાઇન પ્રોવિઝન, ડિસ્ટન્સ લર્નિંગ કોર્સ'ની પણ સમાવેશ કરવામાં આવ્યો છે. અમદાવાદ ખાતે આ કેમ્પેઇન અંતર્ગતના 'શેવિંગ' પ્રોગ્રામને બ્રિટિશ સરકારના હોરેઇન એન્ડ કોમનવેલ્થ ફિસ અને અન્ય સંસ્થાઓનો સહયોગ મળ્યો છે. જેમાંથી ભારતના આ પ્રોગ્રામને સૌથી વધુ 2.6 મિલિયન પૈસાં બજેટ ફાળવવામાં આવ્યું છે. જેના ભાગરૂપે 29 અનર ગ્રેજ્યુએટ અને 169 પોસ્ટ ગ્રેજ્યુએટ વિદ્યાર્થીઓને એન્જિનિયરિંગ, લો, આર્ટ્સ, ડિઝાઇન અને મેનેજમેન્ટની સ્કોલરશીપ આપવામાં આવશે.' આ અંગે વધુ માહિતી મેળવવા માટે બ્રિટિશ કાઉન્સિલનો સંપર્ક કરી શકાશે.

# બ્રિટિશ કાઉન્સિલે અમદાવાદમાં 'ગ્રેટ સ્કોલરશીપ્સ ઈન્ડિયા 2017'ની જાહેરાત કરી

અમદાવાદ, ૨૨ નવેમ્બર, ૨૦૧૬: બ્રિટિશ કાઉન્સિલે 'ગ્રેટ બ્રિટન' કેમ્પેઇન ('ગ્રેટ')ના ભાગરૂપે ૧ મિલિયન પાઉન્ડમાં 'ગ્રેટ બ્રિટન સ્કોલરશીપ્સ - ઈન્ડિયા ૨૦૧૭'ની જાહેરાત કરવાની સાથે-સાથે 'ગ્રેટ બ્રિટન ડિસ્કવર યુ' નામની નવી પહેલ શરૂ કરી છે. યુકેમાં અભ્યાસ કરવા ઇચ્છુક વિદ્યાર્થીઓ માટે કલા અને ડિઝાઇનની ઘરોને એન્જિનિયરિંગ, લો અને મેનેજમેન્ટ સહિતના વિષયોમાં કુલ ૧૯૮ ગ્રેટ સ્કોલરશીપ ઓફર કરવામાં આવશે.



ગ્રેટ કેમ્પેઇનના ભાગરૂપે આ નવી શૈક્ષણિક પહેલની જાહેરાત કરવામાં આવી છે અને વિદેશોમાં બ્રિટિશ બેજન્યુકેશનની શ્રેષ્ઠતાને પ્રોત્સાહન આપવા માટે તેને વિશિષ્ટ પ્રકારે ડિઝાઇન કરવામાં આવી છે, જેથી વિશ્વભરના તેજસ્વી અને ધોનાદાર વિદ્યાર્થીઓમાં યુકે અભ્યાસ માટેની પ્રથમ પસંદગીનું સ્થાન બની શકે. સ્ટ્રીટ યુકે ડિસ્કવર યુ પહેલ યુકે અસલામી વિદેશોમાં, અથવા ડિસ્ટન્સ લર્નિંગ

દ્વારા, ઓનલાઇન માધ્યમથી અથવા અન્ય મોડલ દ્વારા અભ્યાસ કરતા વિદ્યાર્થીઓને પ્રાપ્ત થનારા અનુભવ, જ્ઞાન અને વિશ્વલ ઊંપર કેન્દ્રિત છે. યુકેની ઉચ્ચ શિક્ષણ વ્યવસ્થાને વિશ્વભરમાં ખ્યાતિ અપાવનાર સિત્તમના વિવિધ પાસાઓ ઊંપર પણ પ્રકાશ પાડવામાં આવ્યો છે, જેમ કે શૈક્ષણિક વ્યવસ્થાના આમી વિનાના શૈક્ષણિક મોડલો, પ્રગતિશીલ અને સહાયક શિક્ષણ, આંતરરાષ્ટ્રીય સંસ્થાઓમાં આપવામાં આવ્યો છે, જેમ કે ભૌતિક પૂર્વ પાઠ્યામાં આવે છે. ભારત ખાતે સહયોગી પ્રોગ્રામ હવે વિશ્વની સૌથી મોટી પ્રોગ્રામ છે, જેના માટે વર્ષ ૨૦૧૬-૧૭ માટે ૨.૬ મિલિયન પાઉન્ડનું બેજેટ ફાળવવામાં આવ્યું છે અને તેના અંતર્ગત ૧૯૮ સ્કોલરશીપ ઓફર કરાશે. બ્રિટિશ કાઉન્સિલ વેસ્ટ ઈન્ડિયાના ડિરેક્ટર શેરોન મેમીસે જણાવ્યું હતું કે, "મને ખુશી છે કે યુકેની ૧૨થી વધુ યુનિવર્સિટી અમદાવાદની ૫૦૩ - ૫૦૬, પાંચમો માસખ આમ પાલી લેક બુ ટાવર, વસાપુર તથાવ, વસાપુર, અમદાવાદ ખાતે સ્ટ્રીટ યુકે ડિસ્કવર યુ એક્સિઝિયનનું આયોજન કર્યું છે. અહીં યુકેમાં અભ્યાસ કરવા ઇચ્છુક વિદ્યાર્થીઓને શૈક્ષણિક તકો અને જાણકારી આપવામાં આવશે. આ એક દિવસીય એક્સિઝિયનમાં મુલાકાતીઓને યુકેની ૧૩ યુનિવર્સિટીના પ્રતિનિધિઓ સાથે પ્રત્યક્ષ ચર્ચા કરીને કોર્સની પસંદગી, વિજ્ઞા, એપ્લીકેશન, સ્કોલરશીપ સંબંધિત અન્ય માહિતી અંગે પ્રશ્નોના ઉચિત પ્રત્યુત્તર મેળવવાની તક મળી શકશે. આ ઉપરાંત એક્સિઝિયનમાં ભાગ લેનારા વિદ્યાર્થીઓ એમબીએ, આર્ટ્સ અને

એન્જિનિયરિંગ, મન્યુફેક્ચરિંગ ઊંપર ફેરિયર સેમિનારમાં ભાગ લેવાનો તથા સ્ટુડન્ટ વિઝ અને નિષ્ણાંતોના મંતવ્યો પ્રાપ્ત કરવાનો લાભ મેળવી શકશે. આ ઉપરાંત, બ્રિટિશ સરકારના હોરેઇન એન્ડ કોમનવેલ્થ સ્કોલરશીપ પ્રોગ્રામ હવે વિશ્વની સૌથી મોટી પ્રોગ્રામ છે, જેના માટે વર્ષ ૨૦૧૬-૧૭ માટે ૨.૬ મિલિયન પાઉન્ડનું બેજેટ ફાળવવામાં આવ્યું છે અને તેના અંતર્ગત ૧૯૮ સ્કોલરશીપ ઓફર કરાશે. બ્રિટિશ કાઉન્સિલ વેસ્ટ ઈન્ડિયાના ડિરેક્ટર શેરોન મેમીસે જણાવ્યું હતું કે, "મને ખુશી છે કે યુકેની ૧૨થી વધુ યુનિવર્સિટી અમદાવાદની ૫૦૩ - ૫૦૬, પાંચમો માસખ આમ પાલી લેક બુ ટાવર, વસાપુર તથાવ, વસાપુર, અમદાવાદ ખાતે સ્ટ્રીટ યુકે ડિસ્કવર યુ એક્સિઝિયનનું આયોજન કર્યું છે. અહીં યુકેમાં અભ્યાસ કરવા ઇચ્છુક વિદ્યાર્થીઓને શૈક્ષણિક તકો અને જાણકારી આપવામાં આવશે. આ એક દિવસીય એક્સિઝિયનમાં મુલાકાતીઓને યુકેની ૧૩ યુનિવર્સિટીના પ્રતિનિધિઓ સાથે પ્રત્યક્ષ ચર્ચા કરીને કોર્સની પસંદગી, વિજ્ઞા, એપ્લીકેશન, સ્કોલરશીપ સંબંધિત અન્ય માહિતી અંગે પ્રશ્નોના ઉચિત પ્રત્યુત્તર મેળવવાની તક મળી શકશે. આ ઉપરાંત એક્સિઝિયનમાં ભાગ લેનારા વિદ્યાર્થીઓ એમબીએ, આર્ટ્સ અને

Photographs taken at the exhibitions



Students entering the British council Delhi premises to attend the exhibition



Students at various university stalls at the Delhi exhibition



The Mumbai exhibition at The Leela



A student being counselled at the Mumbai exhibition





Students flocked at the Ahmedabad exhibition



Students at the Kolkata exhibition



Exhibition standee display at the Kolkata office

## End of Report