

Creative Economy call out: FAQs

Why is the British Council offering a Creative Economy scholarships programme?

The creative economy is one of the most rapidly growing sectors of the world economy, and a highly transformative one in terms of income generation, job creation and export earnings. Cultural and creative industries are major drivers of economies. In addition to economic benefits, the cultural and creative industries also generate merit to people-centred value, sustainable urban development, development of creativity and culture, and contribute to the achievement of 2030 1Agenda for Sustainable Development.

What does the Creative Economy scholarships offer?

The British Council Creative Economy scholarships programme will fund the tuition fees of Indian scholars who apply for a post-graduate programme in the field of Creative Economy in UK.

This funding will be for one year to pilot a Creative Economy Scholarships programme which will support UK Masters for Indian students.

- We will provide tuition fees and UK HEIs are requested to provide 20% discount on the published tuition fees
- We will contribute £150,000 towards this scholarships programme to the selected UK HEI
- The funding is available only for the September 2021 cohort
- The first cohort of Creative Economy students will graduate in summer 2022 forming an important nexus of cultural ambassadors for the 2022 programme. The Ambassador role for the Creative Economy scholars in support of the 2022 UK-India Season offers further opportunity to develop the skills of the scholars as future arts leaders and producers - central to strengthening the creative economy in India and South Asia.

The Creative Economy Scholarships programme is available for which academic year?

The grant is available only for the September 2021 cohort.

Who is eligible to apply?

This call seeks proposals from UK institutions, with a commitment to Equality, Diversity and Inclusion (EDI) values, who wish to host Indian Scholars, in an eligible programme in the field of creative economy. We are seeking to partner with appropriate university with established post-graduate programmes in Arts Management and Cultural Policy.

The scholarship grant will be awarded to one or more UK HEIs?

This will depend on the applications we receive against the Creative Economy call out. The courses identified by the UK HEIs for this scholarships programme should cater to the field of Arts Management and Cultural Policy. Applications will be assessed on the following criteria.

Criteria	Weightage
Selection and suitability of Master's programmes	35%
Holistic support offered to scholars and university's commitment to EDI values	20%

¹ [Transforming our world: the 2030 Agenda for Sustainable Development: Sustainable Development Knowledge Platform \(un.org\)](https://www.un.org/sustainabledevelopment/knowledgeplatform/)

Professional/Industry and networking opportunities for the scholars, linked to programmes	20%
Track Record in administering similar scholarship/bursary schemes	15%
Cash or in-kind contributions to the programme	10%

How many awards are available? Is there likelihood of more than one scholar being selected per university?

The overall funding contribution from the British Council will be £150,000. We will cover 80% of the tuition fees of the selected scholars and request the UK HEI to provide 20% discount on the published tuition fees of the courses. Depending on the course fee, the UK HEI/s can nominate up to 8-10 top scholars of which a select number will be chosen. However, this depends on the number of courses offered by the selected UK HEI/s and the number of applications received from Indian scholars.

- From market research our assessment is that we can support up to 10 scholarships but this will ultimately depend on the tuition fees of the shortlisted courses.
- Nominated scholars will appear for a light-touch interview. The final selection of the scholars will be made by British Council in consultation with the selected UK HEI/s. British Council will retain the right to make the final decision regarding the selection of the scholars.
- The UK HEI/s will report proof of enrolment of the selected scholars in the Master's programme by 31 August 2021.

Which courses will be eligible for funding?

The Creative Economy Scholarships will fund post-graduate programmes in Arts Management and Cultural Policy. Within the creative economy sector, our recent research shows gap in terms of business and management skills as well as in cultural policies. This scholarship programme aims to bridge those gaps. For Arts Management we are looking at courses that cater to the development of management and business skills across the arts sectors in India and for Cultural Policy we would be looking at courses that will equip scholars with knowledge and skills that will enable them engage and work effectively at a sectoral level, governmental level and at an institutional level. More than one course per applicant HEI may be considered.


Are there any British Council led marketing plan for the scholarships programme which specifically targets the creative economy industries within India?

A lot of our work in Arts in India is aimed at the business sector primarily focussing on skill development. We have a significant network of artists and art organisations based across the country and this opportunity will be shared within the network. This can further be amplified by tapping into our wider Higher Education network in the country, including the alumni database.

Additionally, the scholarships programme will be promoted on the British Council website and other social media platforms. We will work on detailed marketing plan and strategy to promote this opportunity on various platforms between April and May 2021 to reach out to the target audience and also request the selected UK HEI/s to publicise the scholarship programme on their social media platforms.

What are the timelines for the programme?

	Milestone	Date
Milestone 1	Submission of EOI by UK HEIs	01 February 2021
Milestone 2	Selection of UK HEI by British Council	12 February 2021



Milestone 3	Intimation to selected UK HEI by British Council	15 February 2021
Milestone 4	Contract signed	05 March 2021
Milestone 5	Identification of applicants by UK HEI	April to June 2021
Milestone 6	UK HEI to share proof of enrolment of applicants in the Master's programme	By 31 August 2021

Will there be any other financial assistance given to the scholars?

- The British Council will cover 80% of the tuition fee for the selected applicants. The selected UK HEI is requested to cover the rest of the 20%
- Selected scholars cannot accept any additional funding towards tuition that will be covered by the British Council India Creative Economy Scholarships
- Selected scholars will need to make their own financial arrangements for their boarding, living and other on-campus expenses

Where can you contact in case of any query related to the application?

Please write to CreativeEconomy.Scholarships@britishcouncil.org in case of any query. You can also get in touch with Paramita Chaudhuri at paramita.chaudhuri@britishcouncil.org. Please note that the last day for raising any query is 27 January 2021.