

British Council G20+

South Asia

October 2020

South Asia context



South Asia is a fast moving region, with rapidly growing economies. GDP growth has increased from **3%** in the 1970s to **7% p.a.** over the last decade.



South Asia has a demographic dividend, with **50%** of the 1.7bn population below the age of 30.



200m people lifted out of poverty over the last 30 years.



Positive social indicators e.g. falling child marriage rate, number of children out of school have fallen from **74m** in 1999 to **28m** in 2019.



Mobile internet penetration has almost doubled since 2014, and currently stands at **590m**. **500m** more people have gained mobile broadband coverage in South Asia now.



Ambitious reform agendas in some areas are targeting innovation and technological progress to drive growth

South Asia Digital Landscape and #readyforyou

803 Mn - Internet users with 42% penetration. South Asia is the second largest region in the world

Twice - as many new internet users in India as in China

30% (108 Mn) - of the total Global increase in Internet users on account of India and Bangladesh

450 Mn – Number of active Social Media Users, at only 24% penetration

#ReadyForYou has been rolled out in India, Nepal, Bangladesh, Pakistan and Sri Lanka across all British Council digital and social media channels. We have reached approximately 1.5 million people across the region, plus over 1200 agents and counsellors and over 100 million daily views through press and media articles.

South Asia Visa Snapshot

| | 2018 Q1 | 2018 Q2 | 2018 Q3 | 2018 Q4 | 2019 Q1 | 2019 Q2 | 2019 Q3 | 2019 Q4 | 2020 Q1 | 2020 Q2 | Q1 growth (vs 2019) |
|------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------------------|
| Bangladesh | 226 | 46 | 955 | 113 | 200 | 59 | 1,220 | 266 | 677 | 0 | 239% |
| India | 1,646 | 547 | 14,201 | 2,032 | 3,042 | 1,092 | 22,203 | 7,924 | 13,289 | 4 | 337% |
| Nepal | 34 | 8 | 185 | 41 | 36 | 17 | 433 | 106 | 460 | 0 | 1178% |
| Pakistan | 547 | 151 | 2,715 | 524 | 640 | 179 | 2,741 | 855 | 1,397 | 2 | 118% |
| Sri Lanka | 33 | 12 | 433 | 48 | 45 | 23 | 442 | 81 | 141 | 0 | 213% |

While Q1 (January to March 2020) figures aren't the most prominent, it was encouraging to see that it was up by 303% in South Asia likely due to the visa policy change. 2019 T4 visas issued has seen a 70% growth from 2018 in the region.

Nepal - Snapshot

29 Mn Population 22% - Youth 6.3% GDP growth

- Rapid growth of Nepali outbound: 16,500 students went abroad in 2013/14, In 2017/18 quadrupled with nearly 63,000 Nepali students enrolled overseas – only 6% interested in UK
- Rise in Interest level for UK post GR announcement. 359% rise in NOC (No objection certificate) issued
- Potential students for abroad studies 53K, expected enrollment in UK in 2021 expecting 50% market growth (4K). Popular study destination Australia, Canada, USA and Japan.
- 79% - Nepali students study at Tribhuvan University. Curriculum Development Centre at Tribhuvan University
- Popular subjects STEM, with math/computer science, physical/life sciences, and engineering.
- Popular subjects to study in the UK: Business and Management, subjects allied to medicine, Finance, Marketing, Hospitality

Nepal

Challenges and perceptions in the local education sector

- All education sectors schools, colleges and universities are closed and are running online classes – all final year students are currently affected
- If grade 12 exams do not resume in November/December , this might impact students applying for Sept/Oct intake in UK
- UK degrees are valid and recognised by government and Private sectors (Except few Health sector courses)
- Limited option for research-based courses is a driver for applying abroad
- 2 + 1 year model will be an attractive options for Nepalese students willing to study abroad (2 years in Nepal and 1 year in UK)

Nepal

Local HEIs and other local stakeholders to engage with for PG

- Colleges running UK degrees in Nepal mainly at the UG Level – Nami College, British Model College, Islington College
- Many colleges would like to establish partnerships with UK universities either to run their program or exchange of students.
- More than seven universities have its own franchise / Affiliated Campus
- Kathmandu University, Tribhuvan University, Pokhara University and Purbanchal Universities – Local Colleges are affiliated to one of these universities
- Local agents: 600 agents at Study UK event, keen on UK

Nepal

Main messages to engage students

- Employability and Graduate Route
- Scholarships is key for engagement in Nepal and attracting quality students
- Variety of courses available
- Quality of education and UK degree recognition
- Networking opportunities and community care
- Student protection scheme and legacy of compliance

Platforms and influencers for engaging students

- Agents/ counsellors
- Social media Facebook, Instagram
- Parents, Alumni, current students in the UK
- Google Ads

Sri Lanka Snapshot

21 Mn Population 38.5% - Youth 2.3% GDP growth

- £160 Mn - Increase in expenditure on education, 2.2% - Government expenditure on University education
- 15 Universities across 623 departments
- 20K - Students in 2017 at tertiary level studying abroad – 1225 are in the UK
- Main subjects at PG level locally : Education and arts were the most popular subjects, followed by management and commerce, science/IT, and engineering and architecture.
- Main subjects in the UK: Business and management studies, Law, engineering, Computer science, Building, Finance, education
- There is a large youth segment and the university-age population of 15% between 15-24 years and 50% over 25 years

Sri Lanka

Highlights from the local education sector

- The government is planning to increase the university intake by 10,000 next year.
- Secondary Education and Higher education have been brought under a single ministry since August 2020.
- 2021-2030 has been named as the 'Decade of Skills Development' and is focussed on transforming the education sector.
- Because of the limited spaces available, higher education admission is extremely competitive. In 2018 137,890 Sri Lankans were enrolled in undergraduate and postgraduate programmes (not including distance learning).

Sri Lanka

Local trends in the market

- In the state university sector, a number of postgraduate programmes are offered through postgraduate institutes affiliated to state universities.
- In 2019, 40,931 local students and 657 foreign students were enrolled into PG programmes in the state sector.
- The government is looking to reduce class sizes to no more than 35 pupils, improve technical and vocational education and training (TVET). Youth unemployment is high, skills gap between graduates and employer needs is a key challenge.
- Online and distance learning is very popular in Sri Lanka. In 2017, there were over 30,000 undergraduate and postgraduate enrolments in the Open University of Sri Lanka, equal to one quarter of university enrolments.
- Not enough places at universities for all students who qualify to enroll. In 2018, only 19.25 per cent of students who qualified for university were admitted

Sri Lanka

Key Education Policies

- “Vision 2025” policy goals, the aims for education were to increase access and quality of education
- The UGC released its strategic plan for 2019-2023 which sets goals to increase the intake of undergraduate students by 3 per cent every year, increase the number of foreign student enrolments by 2 per cent every year, and add 10 new postgraduate degree programs every year from 2020-2023.
- Vistas of Prosperity and Splendour aims to digitise learning at all universities and produce more technocrats and expand the Open University system
- TVET policy aims to identify labour market needs, strengthen TVET teacher training, mitigate TVET dropout rates, and improving the TVET delivery process.

- Approximately 20K Sri Lankan students enrolled in tertiary institutions abroad in 2017. A majority of both students and academics in the state sector opt to go overseas to complete their PG qualifications.
- Australia most popular destination followed by the United States. Australia has dominated the market, growing over 20 per cent from 2017 to 2018.
- In 2018/19 there were 1,265 students studying in the UK, a 3 per cent increase from the previous year, well below a peak of 7,580 students in 2010/11.
- Enrolments are evenly split between postgraduates and undergraduates. The most popular subject areas were engineering and technology and business and administrative studies.
- The government has designated a “free education zone” that will give tax breaks to overseas universities. However, the initiative has come under fire for not taking adequate stock of local demand. In 2018, there were 330 foreign undergraduate enrolments and 800 foreign postgraduate enrolments.
- It is a price sensitive market and the less wealthy are most affected by an increase in the availability of private and foreign institutes locally. The Sri Lankan Government offers no scholarships for students but offers scholarships for state sector employees to complete their PG education overseas and return to SL.

Sri Lanka

Local HEIs and stakeholders to engage with

- State universities with postgraduate institutes affiliated to them i.e. University of Colombo, University of Sri Jayawardenapura, Open University of Sri Lanka, University of Peradeniya
- University Grants Commission
- Ministry of Education
- Local agents and counsellors

- Sri Lankan policy on TNE has been limited and opaque but foreign universities have more recently been permitted to offer in-country programmes, in all subjects except medicine. Over 35 UK HE institutes now offer in-country programmes.
- TNE is increasing significantly and most commonly takes the form of franchise arrangements with local institutes.
- Sri Lanka is now the 5th largest TNE market for the UK, behind China, Malaysia, Singapore and Pakistan.
- In 2018/19, there were 28,315 TNE students in Sri Lanka, an increase of 3 per cent on the previous year.
- Though growth has now slowed, UK TNE enrolments have increased overall by 108 per cent over the last five years. There are estimates that over 45,000 students gain a UK qualification each year, including professional qualifications.
- A number of Sri Lankan universities have developed international dual degree programmes with universities in Australia and the UK. Some of these programmes involve studying a portion of the degree in Sri Lanka and a year or two at the partnering university's home campus.

Sri Lanka

Main messages to engage students

- High standards of education
- Employability and Graduate Route
- Access to world class research
- Networking opportunities
- Diverse and welcoming culture

Platforms and influencers for engaging students

- Print and Radio
- Social media – Facebook and Instagram
- Google Ads
- Alumni and current students in the UK
- Agents/ counsellors

Get in touch

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British Council G20+

Bangladesh

International Education Services

Factors driving growth in Bangladeshi outbound

The factors driving growth in Bangladeshi outbound

- Economy and the country's middle class are both expanding rapidly.
- GDP growth has clipped along at an average of **6.5% per year**, and the middle class is projected to nearly triple – to roughly **35 million people** – by **2025**.
- Increase in domestic tertiary enrolment reflects an underlying surge in demand for higher education over the last **10 to 15 years**.
- Demand for an overseas education is being fuelled by a supply-demand gap at home, but also by persistent quality issues in Bangladeshi higher education, corresponding issues of employability and local unrest..
- An increasing number of people are looking for permanent residency abroad with 7.5 million currently living overseas.

Study abroad is one solution to a capacity crunch at home

"As jobs and investments are not generating nearly the amount of money needed to for a standard of living, the young do not see a future for themselves in Bangladesh," Prof Serajul, University of Dhaka

Labour Market

Employment rate

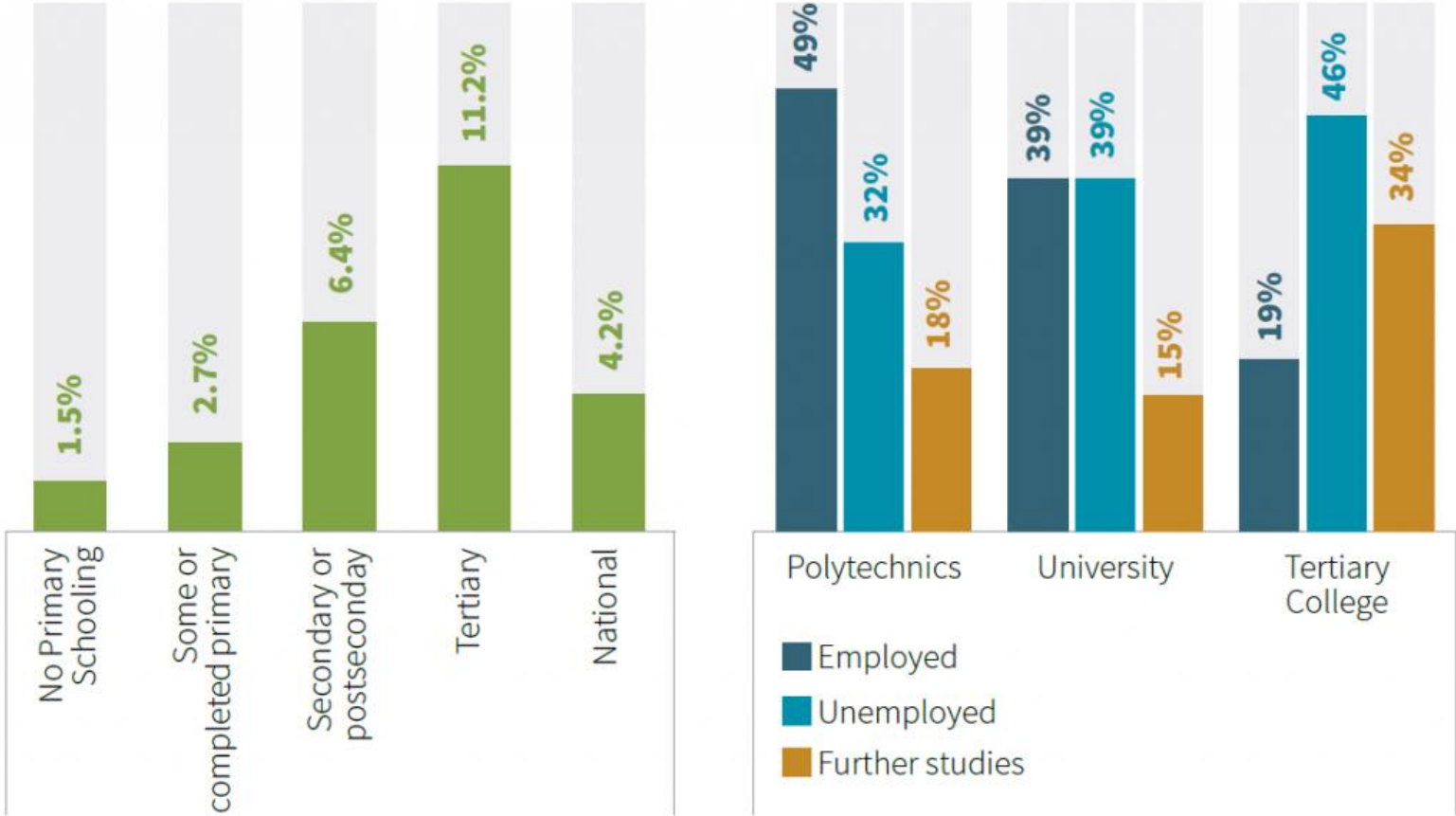


Figure 1: Unemployment Rates by Education Level (Left); Employment Status of Graduates after 1–2 Years of Graduation (Right)

Sought-after skills

Employers rank three higher order cognitive and soft skills as top three: (a) problem solving and independent thinking, (b) work attitude, and (c) positive personality.

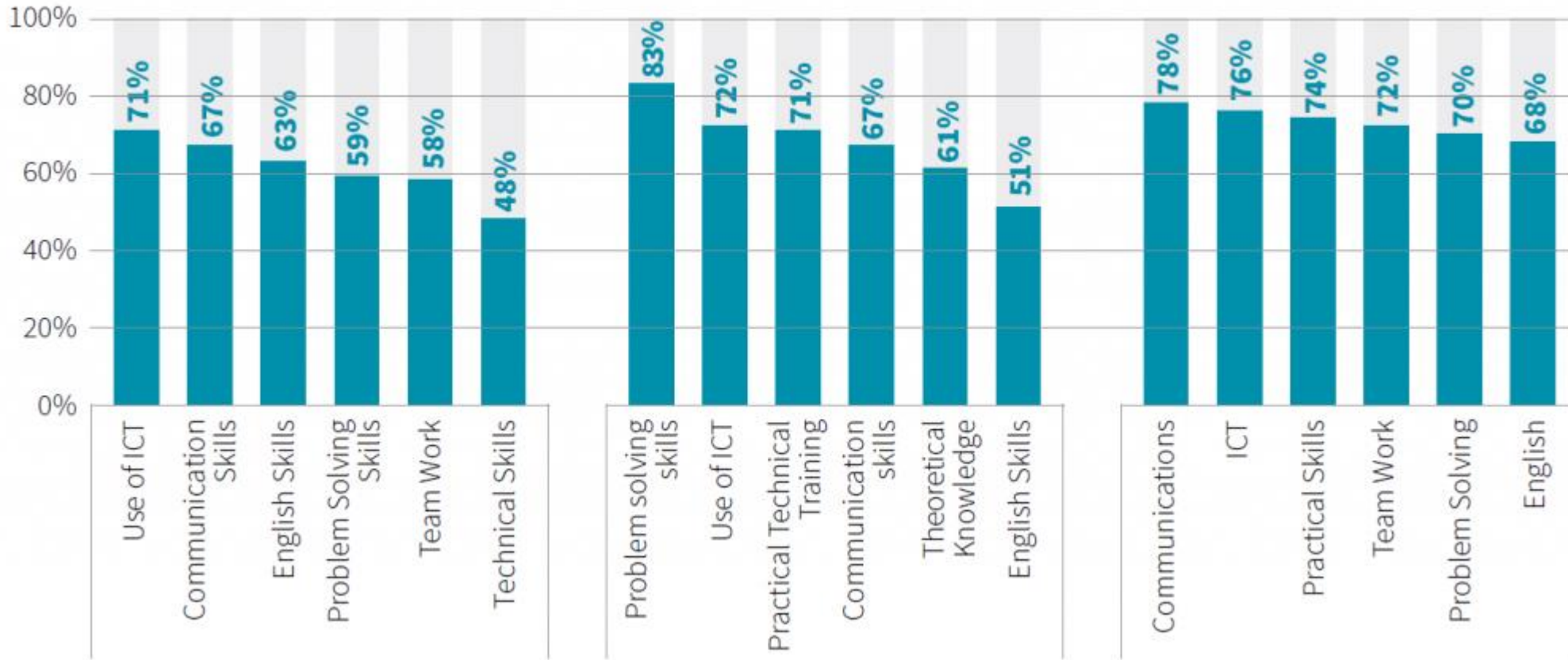


Figure 2: Employers perspective on the skills need for graduates from Polytechnics (left), Colleges (center), and Universities (right)

Skills gaps

Lack of coordination among the various training providers including government entities, development partners, and NGOs act as an important barrier to proper skills development.

The Existing Skill Gap by Sector

| Sector | Existing Skill Gap |
|-----------------------|---|
| Agrofood | Overall:76% Skilled:77% Semi-skilled:75% Unskilled:75% |
| Construction | 200,000 |
| Healthcare | Nurses:96,000 Medical technician:82,000 |
| Hospitality & Tourism | Skilled:37,000 Semi-skilled:62,000 Unskilled:126,000 |
| ICT | 88,000 |
| Leather Goods | Skilled: 62,246 Semi-skilled:6664 Unskilled:6935 |
| RMG | Skilled:119,479 Semi-skilled:48,130 Unskilled:8,577 |

“ As a head-hunter, I can see a clear mismatch between qualification and the skill set required to further themselves in the industry they have chosen to find employment in,” Kazi Naim, CEO & Lead Facilitation, Kore Facilitation

Skills gaps

The Present and Future Demand of Labor

| Sector | Labor Demand (2015/16) | Labor Demand (2020/2021) | Labor Demand (2025/2026) | % Increase in Future Labor Demand (2025/2026) |
|-----------------------|--|--|---|--|
| Agrofood | Skilled: 245,000 Semi-skilled: 258,000 Unskilled: 142,000 Non-Technical: 56,000 | Skilled: 390,000 Semi-skilled: 411,000 Unskilled: 226,000 Non-Technical: 89,000 | Skilled: 639,000 Semi-skilled: 673,000 Unskilled: 370,000 Non-Technical: 182,000 | Overall: 261% |
| Construction | Skilled: 1010,000 Semi-skilled: 1260,000 Unskilled: 910,000 | Skilled: 1220,000 Semi-skilled: 1530,000 Unskilled: 1110,000 | Skilled: 1540,000 Semi-skilled: 1920,000 Unskilled: 1390,000 | Overall: 54% |
| Healthcare | 89,000 | 129,000 | 198,000 | 55.05% |
| Hospitality & Tourism | Skilled: 37,000 Semi-skilled: 67,000 Unskilled: 190,000 | Skilled: 43,000 Semi-skilled: 76,000 Unskilled: 216,000 | Skilled: 50,000 Semi-skilled: 89,000 Unskilled: 213,000 | Skilled: 35% Semi-skilled: 32% Unskilled: 31% |
| ICT | Skilled: 60% Semi-skilled: 40% | Skilled: 60% Semi-skilled: 40% | Skilled: 60% Semi-skilled: 40% | 100% |
| Leather Goods | Skilled: 8404 Semi-skilled: 8114 Unskilled: 83,990 | Skilled: 11,727 Semi-skilled: 11,365 Unskilled: 117,203 | Skilled: 17,404 Semi-skilled: 16,867 Unskilled: 173,940 | Overall: 107% |
| RMG | Skilled: 225,8250 Semi-skilled: 1230,164 Unskilled: 618,708 | Skilled: 3666460 Semi-skilled: 1345477 Unskilled: 444,347 | Skilled: 5027,463 Semi-skilled: 1829871 Unskilled: 599091 | Skilled: 122.6% Semi-skilled: 48.75% Unskilled: -3.17% |



New opportunities

- The pandemic has already wiped out around 25 million jobs. An additional 55 lakh workers could lose their employment by the end of 2020 while over 25 lakh people could lose their jobs the next year.
- Job losses will create a surplus in new job opportunities, particularly in the following areas:
 - Food processing and packaging managers, food chemists, farmers and so on in the agro-food sector.
 - E-commerce product managers, data or cloud engineers.
 - Health sector will need more nurses, medical technicians and online-consultants



Popular areas of study

Some popular subjects

Economics

Accounting & Finance

Marketing and Human Resource Management

Computer Science & Engineering (CSE)

Business Management

Architecture

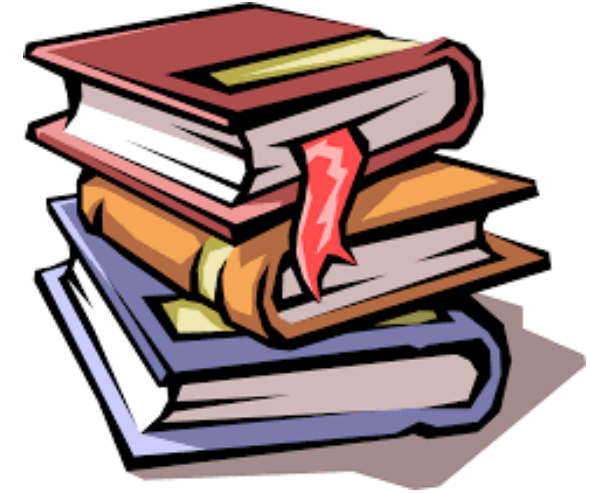
Civil Engineering

Electrical & Electronics Engineering

Pharmacy

Sociology

Law



The prospective students

The prospective students

- The number of Bangladeshi students enrolled in degree programs abroad has quadrupled within **12 years**, from **15,000 in 2005** to **60,390 in 2017**, according to the UNESCO Institute for Statistics (UIS).
- **UK** is one of the most sought-after destinations among traditional destinations, which also include **US, Australia and Canada**.

Malaysia has emerged as the most popular study destination by far in recent years followed by US, Australia, UK and then Canada.

Public/Private
university graduates

Young Professionals

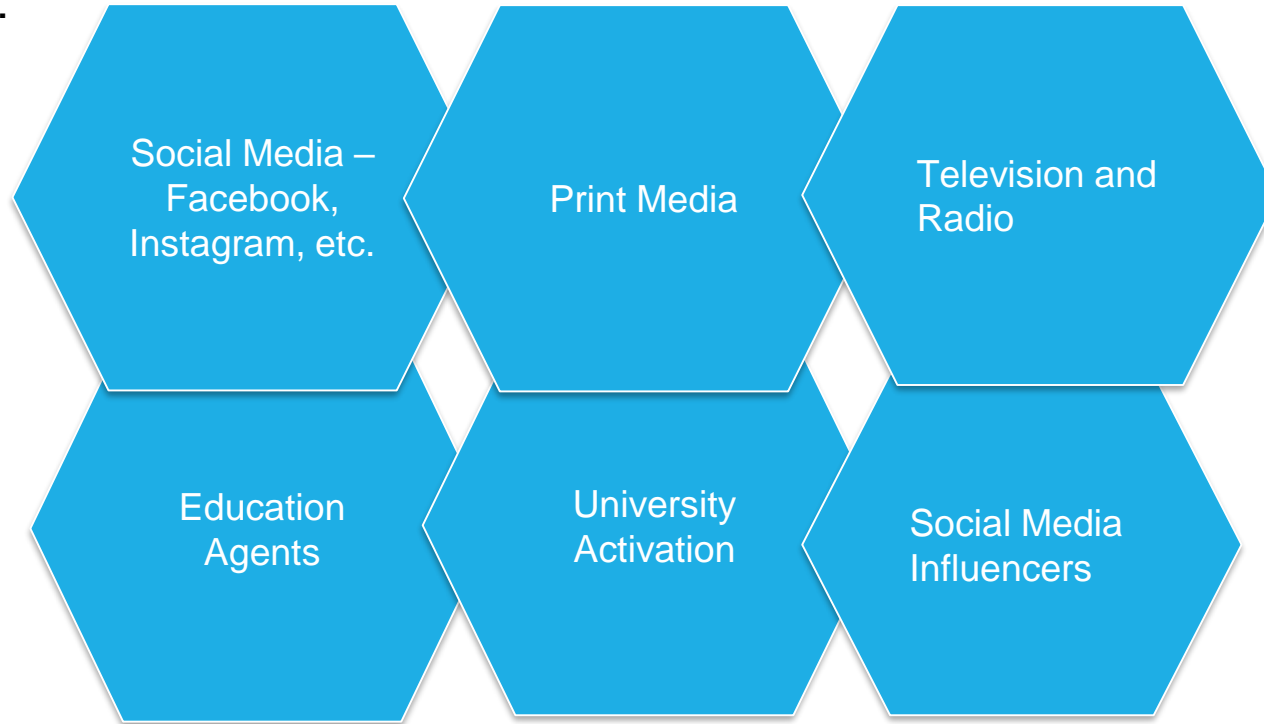
Academics

- Major fraction comprises recent graduates from public and private universities.
- Most of these prospective students are from the capital **Dhaka**, followed by other major cities which include **Chittagong and Sylhet**.
- **English medium students** from affluent families are more likely to study in the UK.

Thousands of students who got admission and scholarship at different universities abroad are in deep trouble due to the **Covid-19 pandemic**.

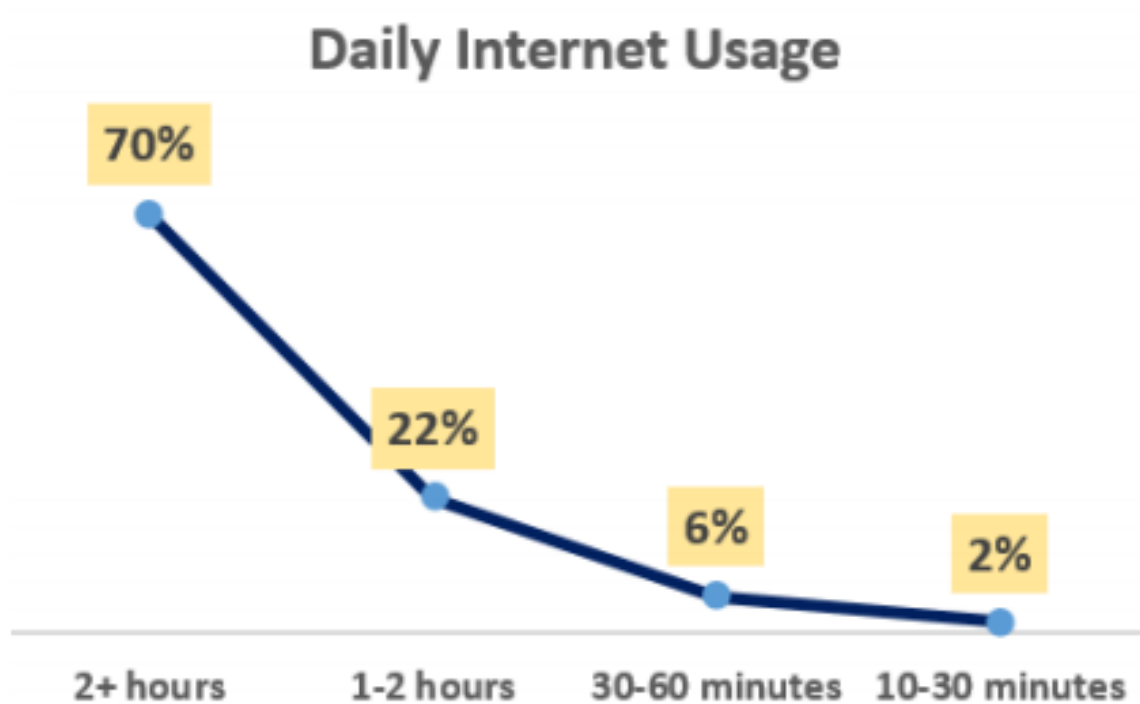
Reaching prospective students

Channels



Social Media – The most effective way

Over 100 million internet users in Bangladesh as of March 2020



Most used social networking application

Key influencers

Parents

Friends

Education agents

Former students who have studied abroad

Current academic institution

Key considerations

Cost

Recognition/Ranking

Hassle-free application process

Community

Permanent residency

Tips for attracting post-graduate students

Location of your university: housing options

Scholarships/Financial aid

Country-specific alumni network

Parent programme

On campus recruitment/Job opportunities during study

Post-study work visa support



Thank you!

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British Council G20+

India

India is set to be the largest student market

India has one of the world's largest higher education systems

2018/19

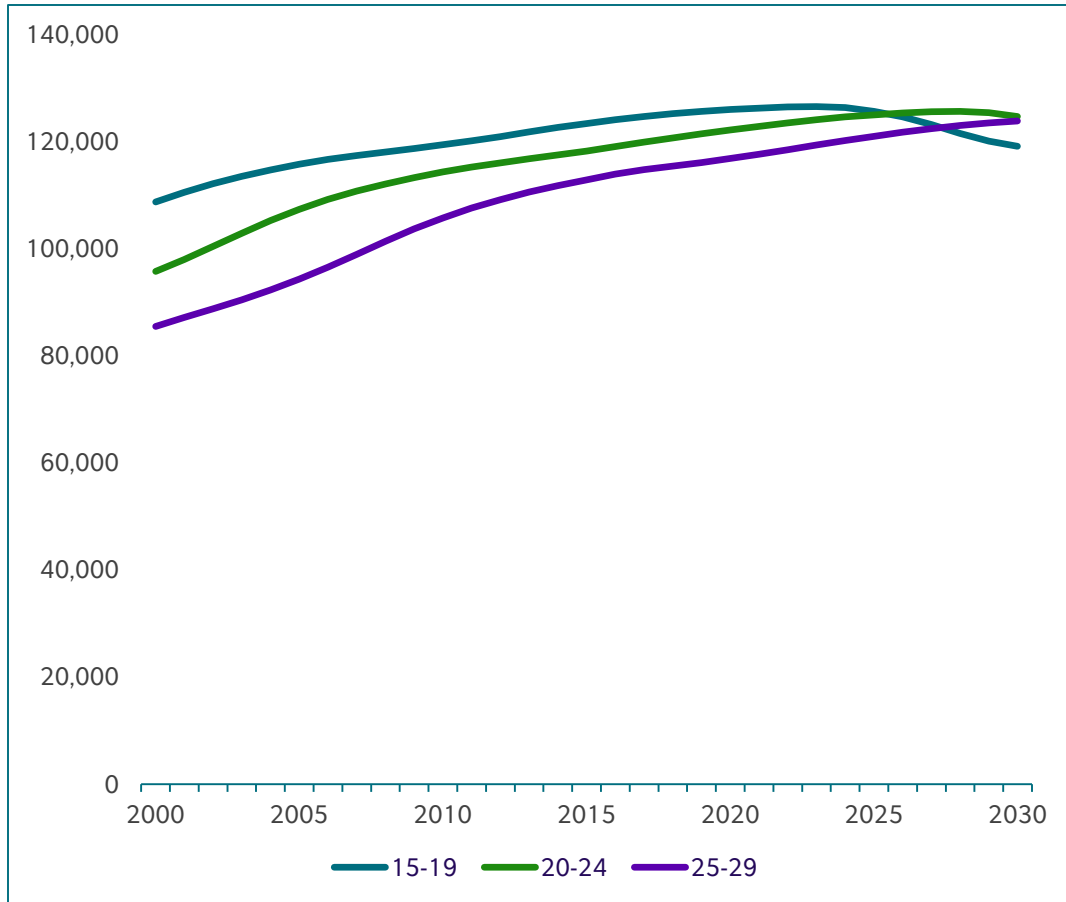
993
Universities

~ 40K
colleges

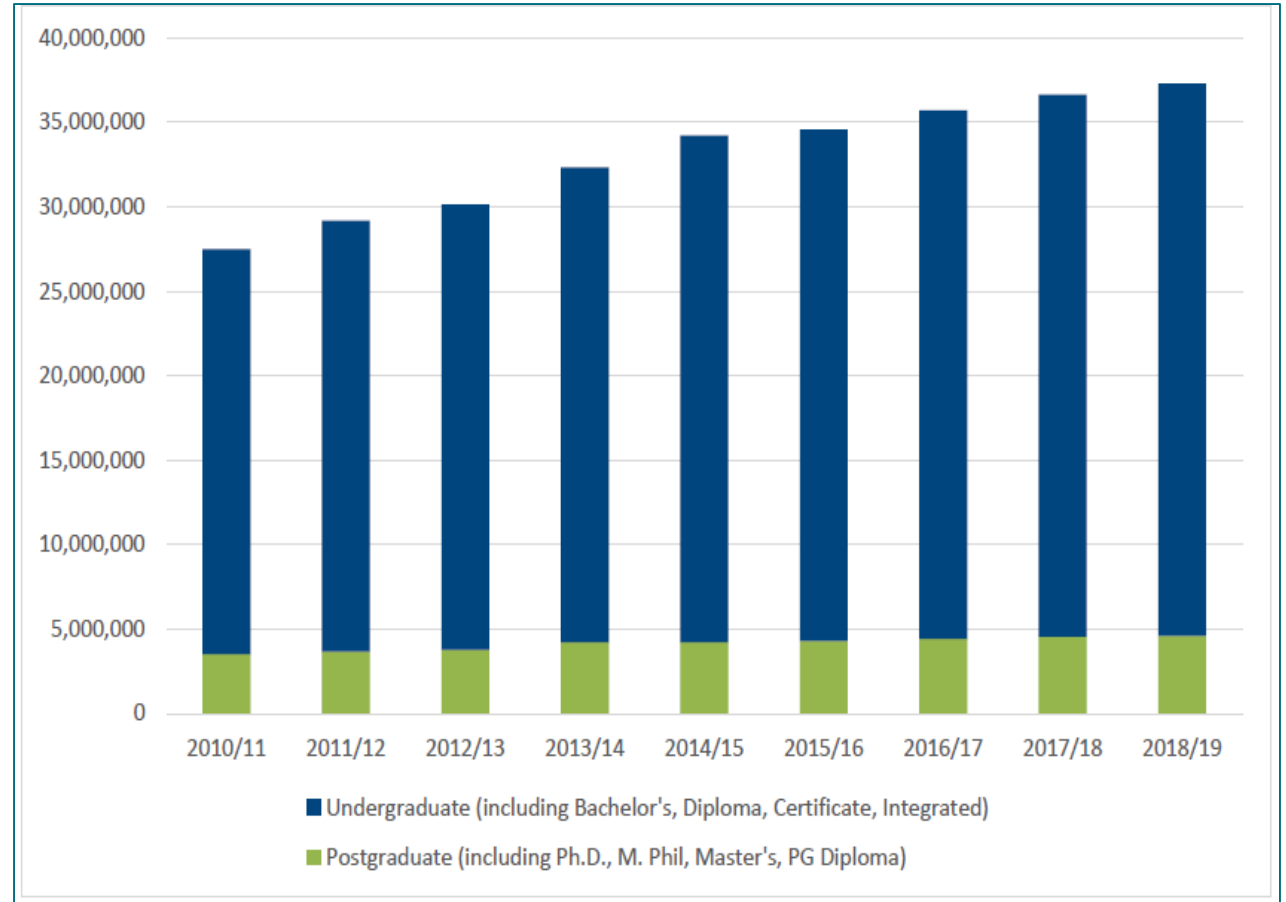
~ 11K tertiary
level
institutions

India is set to be the largest student market

Large student age population to peak within 5 years



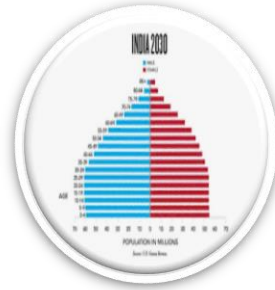
Enrolments in HE 25%+ since 2014/15



Drivers of change in India



Make in India - transition India to a manufacturing-based economy and cut red-tape



Demographic dividend – Youth population 126 Mn by 2020. 50% below 25



Increased spend on education

Government expands digital literacy project – Diksha

Facebook's \$5.7 billion investment in India

Google Joins the Reliance Bandwagon

Top Industries Driving the Digital Transformation in India: Mobile app development, Education, Entertainment, E-commerce, Healthcare

Digital Highlights:

By 2025 digitisation will help grow the education sector by **50X to \$50Bn**

Audience demands content is **bespoke, targeted**

Experience is valued over products

Internet users **34%**, social media **19%**, mobile internet **17%**

Google, YouTube, Facebook, WhatsApp top websites and platforms. Instagram growing at **5% (50 million)**

Television, Mobile phone and smart phone has **highest usage amongst adults**

100 million Facebook users in **18-24 age** group. **Video, vernacular** and T2/T3 cities

Local education trends and objectives

The most popular programmes for undergraduates were **arts (33 %), science (16 %), commerce (14 %), and engineering and technology (13 %)**

Recent years have seen a growing call for infrastructure funding for institutions, **particularly research facilities and student accommodation.**

Enrolments in ODL programmes increasing and supported by government funded e-learning platforms. **ODL accounts for 10.6 % of India's total enrolments in HE programmes.**

In February 2020, the Indian government announced **top 100 Indian institutions will be allowed to offer fully online degrees.** In January, seven HEIs had programmes approved for online learning.

There is a focus on creating a broader education ecosystem

Incorporate learning and market-readiness

Interdisciplinary learning will become important

Outbound mobility trend

India is currently the world's second-largest source of international students after China - 332,033 in 2018

Outbound student numbers continue to climb in countries which offer an attractive study and post-study work environment.

The majority of Indian students studying abroad are postgraduates. Undergraduates numbers are smaller but consistent over the last eight years.

The US remains the top destination for Indian students, followed by the UK, Australia and Canada.

Indian students are also increasingly looking to cost-effective alternatives in non-English-speaking countries, such as the United Arab Emirates, China, and Germany.

At present, most TNE programmes delivered in India consist of full-time franchised or validated programmes. Enrolments (excluding Oxford Brookes and distance learning) have declined since reaching a peak in 2013/14, down to 5,945 in 2017/18, - HESA data.

Popular subjects – and some to look out for

Popular Subjects

- Business and Management, generic MBA
- Computer Science
- Business Analytics
- Finance
- Engineering
- Art and Design
- Law
- Humanities and Social science

Upcoming subjects of interest:

- Agriculture
- Sports management, oil and gas refinery courses, healthcare and hospitality management
- Nursing
- Administrative studies
- Pure science
- Health and Medicine, Veterinary sciences
- Education and Training
- Social studies and communications

Market driven subjects of interest:

- Medicine, Bioscience
- Data Science
- Cyber security
- Cloud computing
- AI/ machine learning/ Robotics
- Logistics and supply chain
- Digital marketing
- Healthcare
- Engineering and technology
- Liberal arts

- 103 women in STEM Scholarships across 43 UK HEIs – aligns with Modi's goals and Sustainable Development Goals
- Newton-Bhabha Women in Science Workshops

New National Education Policy – Higher education context

- Introduces **four-year undergraduate degrees with multiple entry and exit options and a common higher education regulator** (except medical and Legal courses). One - two year PG programme
- An Academic Bank of Credit (ABC) system will allow a student to **digitally store the academic credits earned from various HEIs** so that the degree can be awarded considering credits earned.
- All programmes, courses, curricula, pedagogy across subjects, including those in in-class, in online and in ODL modes, as well as student support will **aim to achieve global standards of quality**
- MPhil courses will be discontinued and **undergraduate, postgraduate and PhD level will be interdisciplinary**

New National Education Policy – contd.

- Model public universities for holistic education at par with the best
- HEIs will **focus on research & innovation** by setting up start-up incubation centres, technology development centres, centres in frontier areas of research, greater industry-academic linkages, and inter-disciplinary research including humanities/social science research.
- **Development on curriculum**, including online, faculty training and development
- Allow **top foreign universities to set up campuses in India.**
- A **new umbrella regulator** (except Medicine and Law) the Higher Education Commission India to replace University Grants Commission
- College affiliation system to be **phased out in 15 years**

Student insight survey 2.0 headlines

Responses collected from 13 August to 8 September.

405 valid responses from Indian students who applied to UK universities this year.

- **65%** of incoming undergraduates and **59%** of postgraduates said that they are “not at all likely” to cancel or delay their plans.
- Nonetheless, **10% of undergraduates and 18% of postgraduates** reported that they have **already cancelled or deferred** (this could be an understatement)
- We could see **a spike in late-stage student withdrawals due to flexible cancellation and deposit policies**. Many UK universities will likely not fully understand their enrolment situation until well into November.

Student insight survey 2.0 headlines

Concerns

- **42% respondents from India** said that they are “very concerned” about health and well-being compared to **81% in China**.
- **73%** of Indian respondents said that they are at least “**somewhat concerned**” about health and wellbeing when considering their study plans
- Regarding how welcoming the UK would be to foreign students around **30% of our respondents are “very concerned”** about this **compared to 55% in China**. A further 30 % of Indian respondents said they are “somewhat concerned” about this issue.
- **43% of our respondents from India said that they are “very concerned” about finances**, making this the **top area of concern** amongst Indian applicants, but this was **lower than what we saw in other price-sensitive markets** such as Pakistan (54 %) and Nigeria (62 %).
- Difficulties completing **application and enrolment requirements remain an area of strong concern** for just over a quarter of our respondents (26% are “very concerned” about these issues, while 28% are “somewhat concerned”).
- **41%** of respondents from India are “**very concerned**” about **availability of affordable flights**. This is, however, lower than the levels of concern we saw in **China, where 58% indicated the same level of concern**.

Study UK India Virtual Fair and insights from UK HEIs

26 
UNIVERSITIES

3566 
REGISTRATIONS

2329 
ESTIMATED ATTENDEES

625K 
ESTIMATED REACH

- Less questions about COVID than anticipated and the GIR is very attractive and a decision maker for students in India
- Students are keen to study in the UK
- Students are accepting the Covid situation and adaptive to hybrid teaching
- Age group- 21- 24 years, high female participation
- Majority PG, for Sept intake
- High appetite for virtual fairs and more university options
- Demand for some niche subjects

Covid19 – quick update



Unlock 5.0:

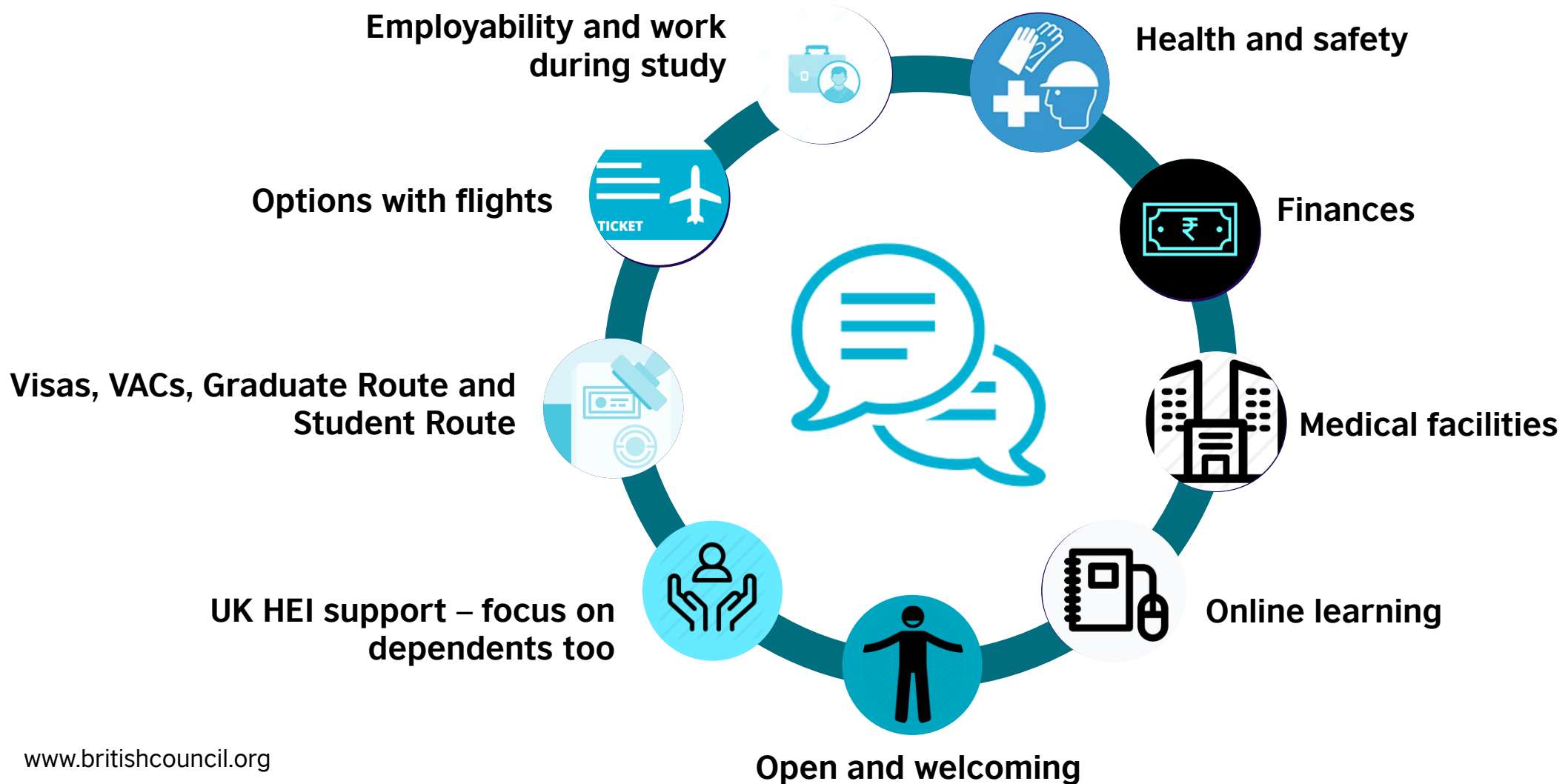
- Business to business exhibitions are open
- Schools and colleges will start to open
- Domestic flights are operational. International closed till Oct 31.
At least 4 India-UK flights are plying
- VACs are partially open
- IELTS centres are partially open



Challenges:

- UGC mandated compulsory examinations for college students – delayed results
- Online learning and teaching
- Student lockdown in UK – Media coverage

Main messages to communicate



Best channels to reach



Key Channels:

- Social and digital media – Facebook, Instagram, Twitter, YouTube, WhatsApp, Google, LinkedIn
- Print media/ Radio
- Social media influencers
- Alumni, faculty
- College outreach
- Partner with trusted and renowned brands
- Counsellors and agents
- Industry influencers



Key Influencers:

- Parents
- Agents and counsellors
- Alumni
- Local and international media
- Seniors in school/ college who are now abroad

Engagement with students in India



During 2019-20 itself, close to **50,000 Indian students** received Tier 4 (student category) visas for the UK, which was a **136% increase** from the previous year.

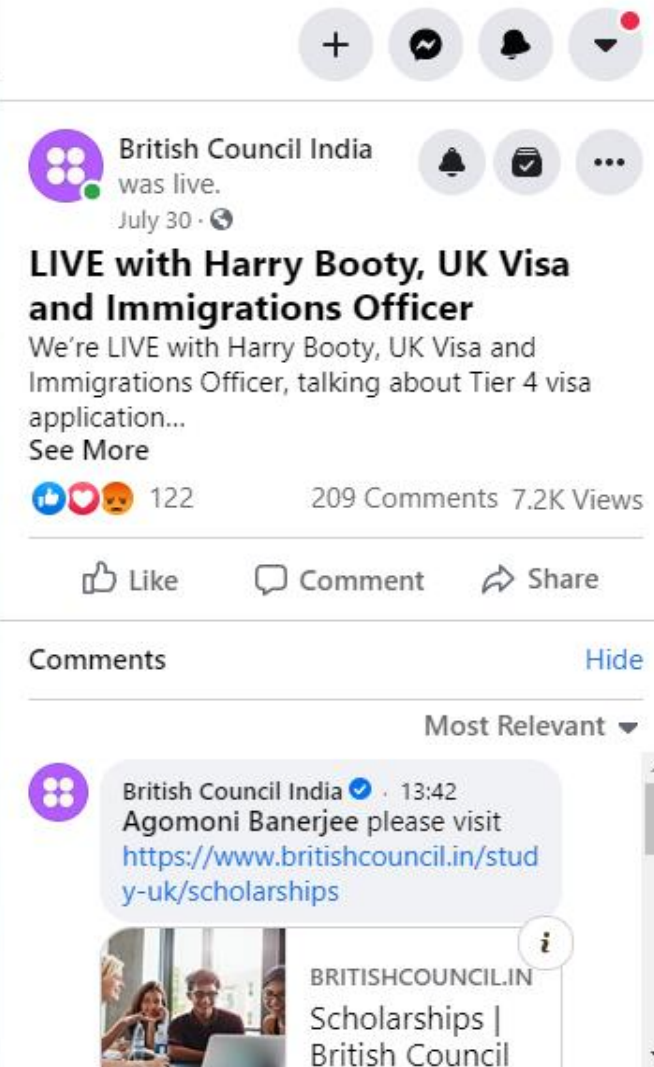
Student and influencer engagement in India (March 2020 till date)

267K reach through student engagements on British Council's social and digital channels. Includes Facebook live session for students through #readyforyou campaigns

Over **100 million** daily views through press and media articles

7500 page views per month on StudyUK website pages


500 agents, 217 school counsellors.



Post Preview Actions

British Council India August 4

Join us on 8 August for #StudyUK Virtual Fair, and get all the information you need to keep you UK study plans on track! Meet top UK universities, learn about the post-study work visa, scholarships, courses, colleges and more!
Register now: <https://in.registration.study-uk.britishcouncil.org/study-u...>



Performance for Your Post
Reported stats may be delayed from what appears on posts.

7936
People Reached

82
Reactions, Comments & Shares

| | | |
|------------|-----------|---------|
| 59 Like | 0 Wow | 1 Love |
| 0 Haha | 0 Sad | 0 Angry |
| 6 Comments | 16 Shares | |

265
Post Clicks

| | | |
|---------------|----------------|------------------|
| 0 Photo Views | 45 Link Clicks | 190 Other Clicks |
|---------------|----------------|------------------|

Negative Feedback

| | | |
|-------------|------------------|------------------|
| 0 Hide Post | 2 Hide All Posts | 0 Report as Spam |
|-------------|------------------|------------------|


0 Unlike Page

7,936 People Reached **347** Engagements **Boost Post**

Post Preview Actions

British Council India August 8

Here's what Vivienne Stern from Universities UK International has to say about #StudyUK Virtual Fair 2020!
Register for the fair here: <https://bit.ly/3jwkwpN>



Universities UK International-British Council Study UK virtual fair 2020
01:45

4,607 People Reached **110** Engagements **Boost Post**

Mehul Patel, Rosely Milton and 4 others 1 Comment 1 Share 621 Views

Like Comment Share

Performance for Your Post
Reported stats may be delayed from what appears on posts.

4607
People Reached

9
Reactions, Comments & Shares

| | | |
|------------|----------|---------|
| 6 Like | 0 Wow | 0 Love |
| 0 Haha | 0 Sad | 0 Angry |
| 2 Comments | 1 Shares | |

101
Post Clicks

| | | |
|---------------|---------------|-----------------|
| 0 Photo Views | 7 Link Clicks | 74 Other Clicks |
|---------------|---------------|-----------------|

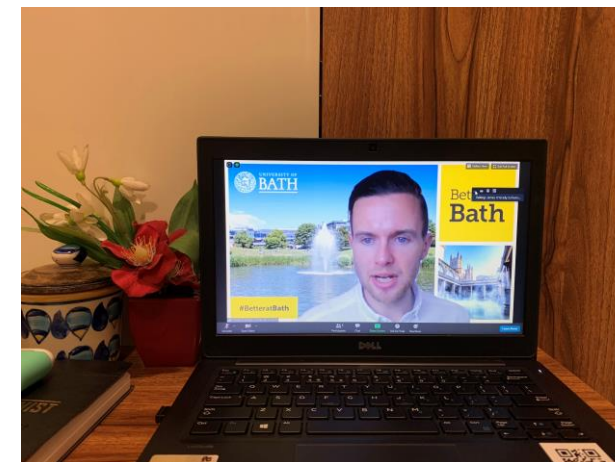
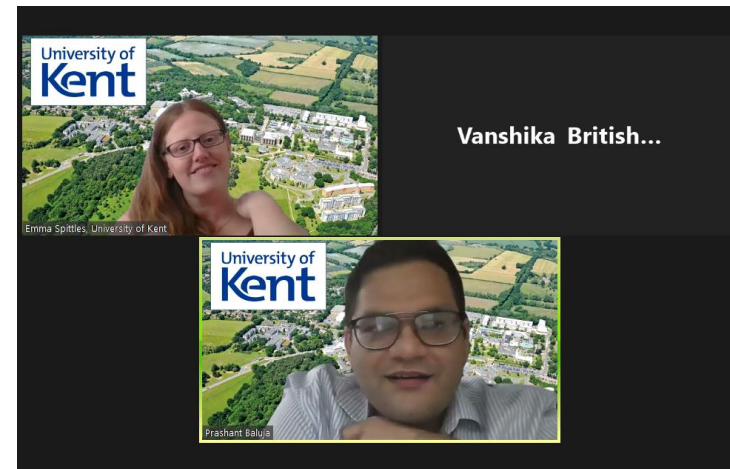
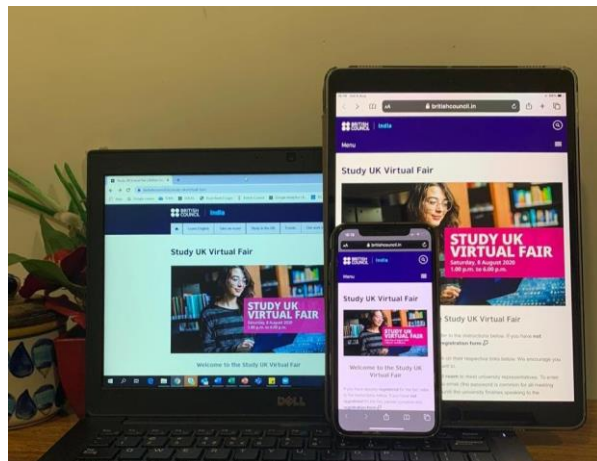
Negative Feedback

| | | |
|-------------|------------------|------------------|
| 0 Hide Post | 1 Hide All Posts | 0 Report as Spam |
|-------------|------------------|------------------|

0 Unlike Page

“Overall, the event overall was fantastic. We found it to be a really effective and worthwhile event, with great support and clear information provided by including at the insightful briefing. The format and structure of the fair was made clear ahead of time and we went into the event confident with how to utilise the platform.”

University of Bath



Quick tips for PG recruitment

Key Points

- Use influencers to your advantage – especially parents
- Employability, job placement and work is key
- Focus on messaging – health and safety, welcoming, cultural advantages, NHS, HEI support, positive UK policies, rankings, USPs, genuine students
- Graduate Route and Student Route advantages
- Scholarships and funding
- Be available, be visible, bespoke communication, solution driven actions, quick response time
- Incentive and flexibility: Options for start date, mentor for online studying
- Branding, channel, content

Keep in Mind

- Competitors – take advantage and be aware
- Local market challenges
- Complex Indian HE landscape
- Financial pressures
- Lack of F2F
- Local industry demands

Get in touch

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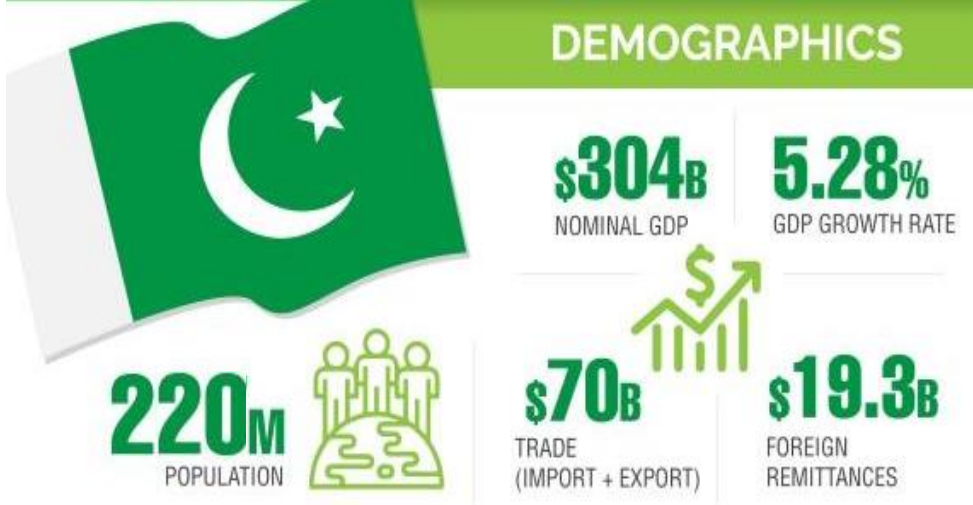
Sonu Hemanii
Head Education South India
Sonu.Hemanii@britishcouncil.org

British Council G20+

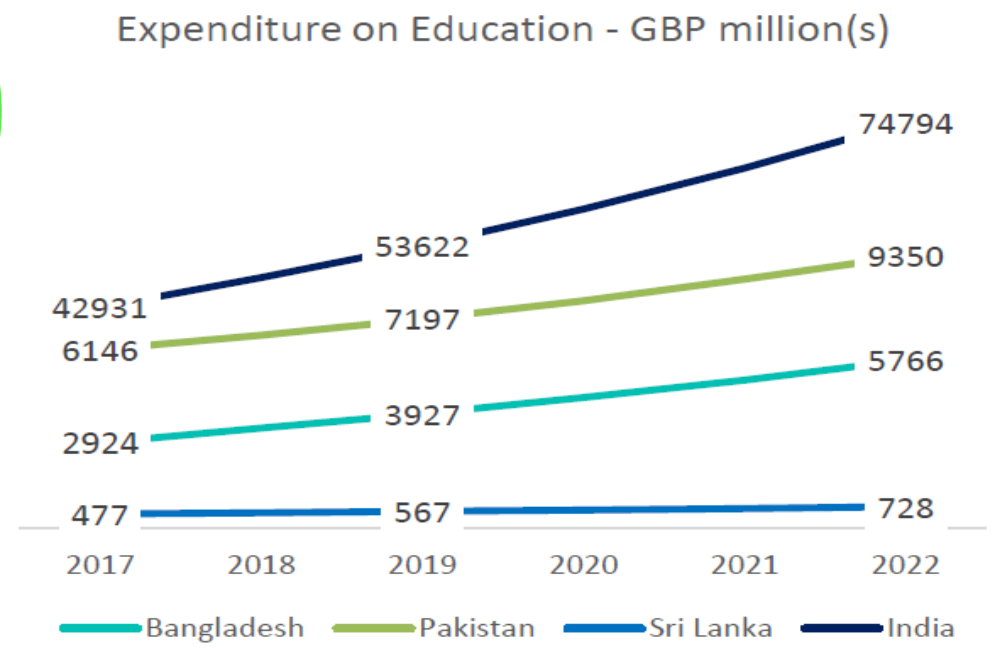
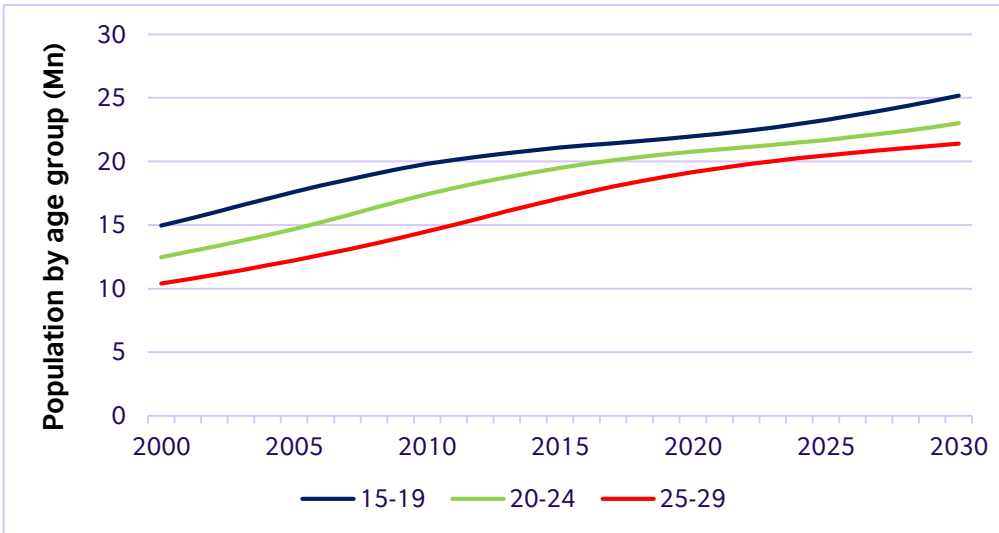
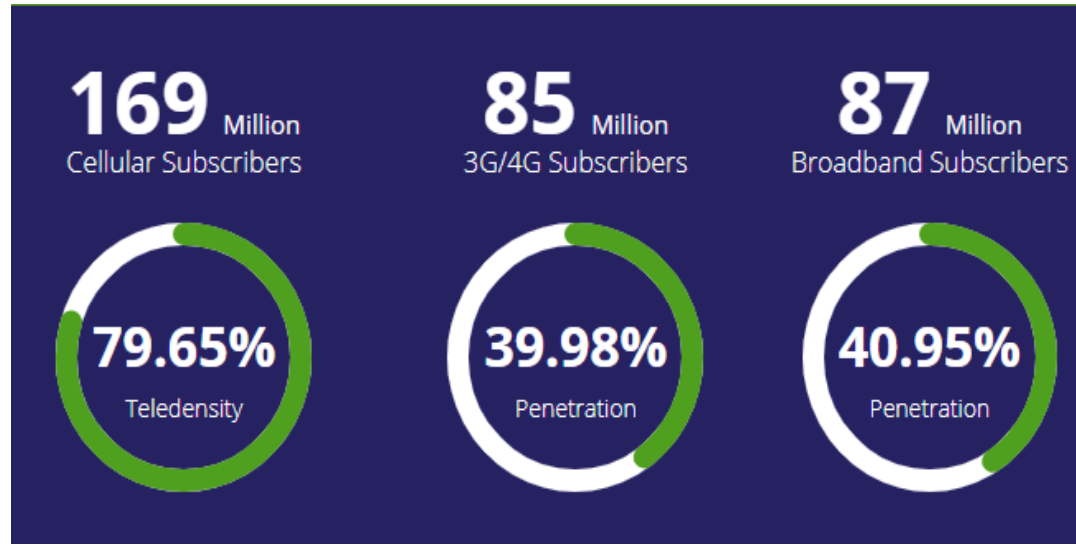
South Asia/ Pakistan

Khawar Abbas, Head of IES/Study UK

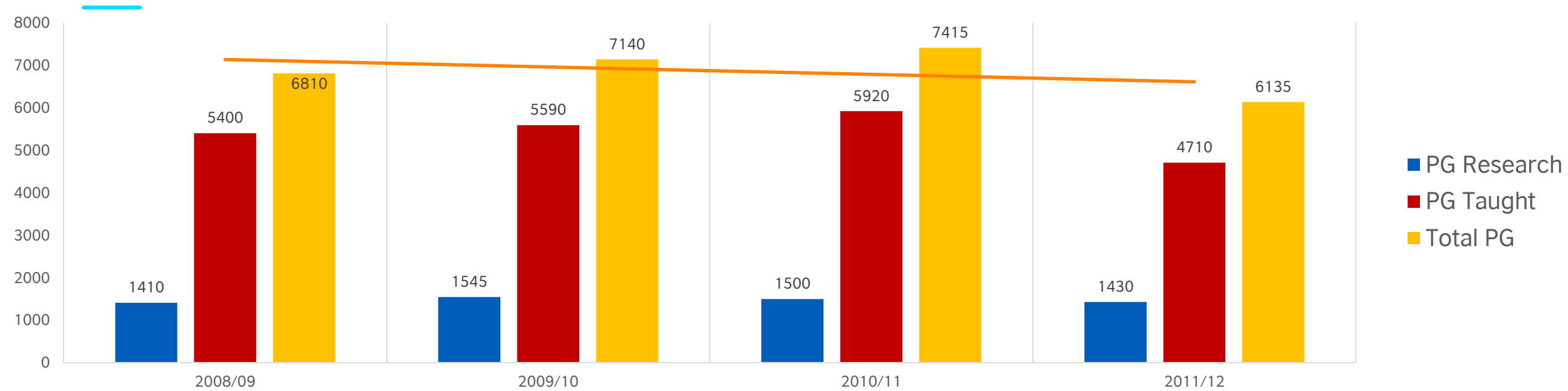
Pakistan – a snapshot



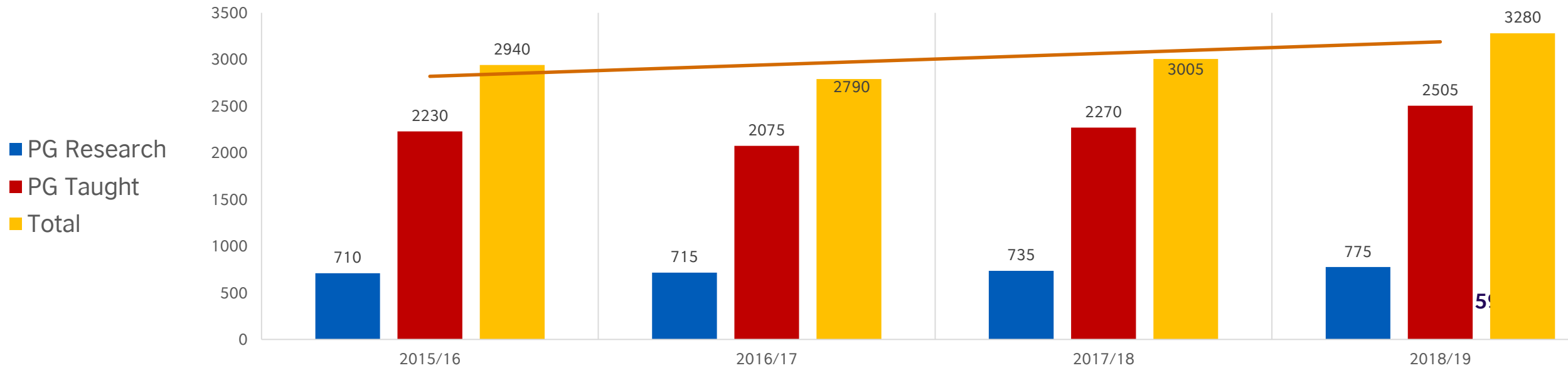
200+ Universities
 1659 Degree Colleges
 2.4 million students
 100K Faculty



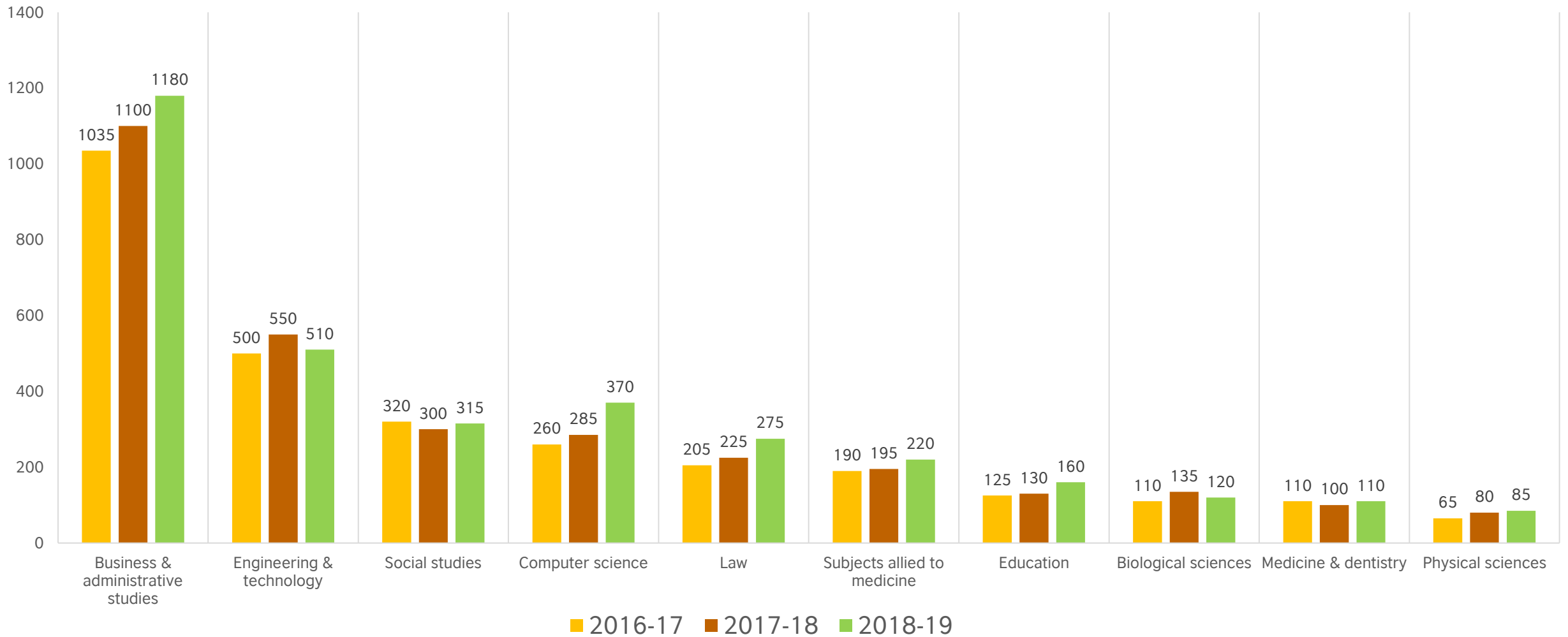
Pakistani PG Students in the UK 2008/09 – 2011/12



Pakistani PG Students in the UK 2015/16 – 2018/19



Subjects Pakistani PG Students Prefer to Study in the UK

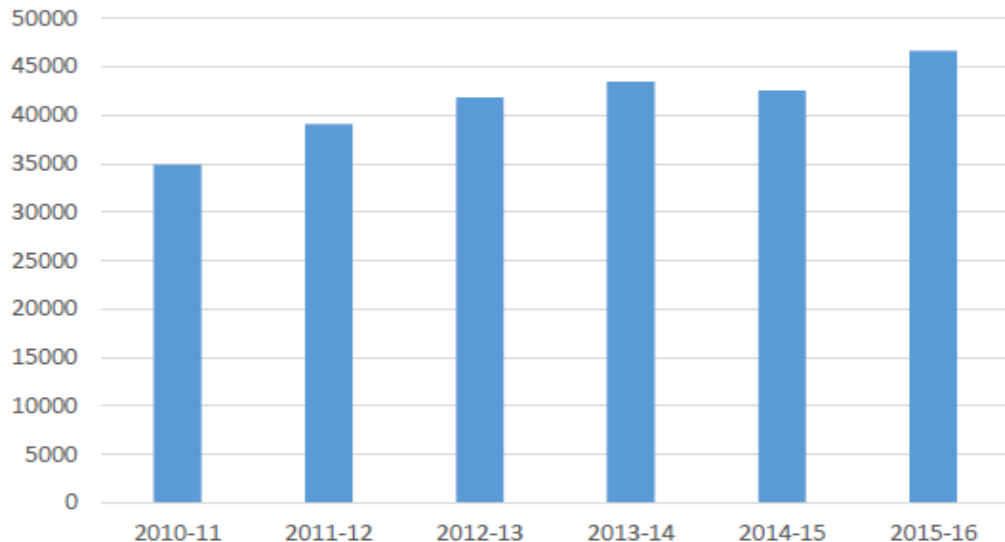


Prospective PG Market in Pakistan

- **Students studying the under-graduate degree programmes in Pakistan**
- **Recent graduates from public and private sector universities**
- **Students studying the UK TNE programmes in Pakistan**
- **Faculty members aspiring to get Masters/PhD**
- **Working professionals aiming for career boost**
- **Tier 01 Cities – Islamabad, Lahore, Karachi, Peshawar**
- **Tier 02 Cities – Faisalabad, Gujranwala, Multan, Gujrat, Kharian/Jehlum, Sialkot**

UK TNE Programmes in Pakistan

- TNE has seen steady growth in Pakistan: 33% growth between 2012 and 2017.
- 4th largest host of TNE students after China, Malaysia and Singapore, over 40,000 students enrolled
- HEC Foreign Collaboration Policy - Launched in November 2018 – it sets out policy guidelines, criteria, procedures for collaboration with foreign universities including opening of campuses in Pakistan



| HEC Approved collaborative partnerships with foreign degree-awarding bodies | | | |
|---|--|---------------------------------------|------------------------|
| ACCA Pakistan Chapter | Oxford Brookes University, UK | NICON Institute | Edexcel HND Programmes |
| Roots College International | University of Bedfordshire | CONFED School of Professional Studies | Edexcel HND Programmes |
| Namal College Mianwali | University of Bradford UK | Grafton College | Edexcel HND Programmes |
| Riphah International University | The Northern Consortium NCUK | Institute of Business and Finance | Edexcel HND Programmes |
| The Millennium Universal College | University of London, EdExcel, University of Creative Arts, University of Hertfordshire UK | BRITS Education Excellence | Edexcel HND Programmes |
| Pakistan Institute of Management | University of Warwick | Scottish Qualifications Authority | SQA – HND |
| SZALB University of Law | University of Nottingham | British Education and Training System | Edexcel HND Programmes |

Reaching potential students

Key influencers

- University counsellors/
International offices
- Parents & faculty members
- Agents

Timelines

- Spring Semester (Feb to May):
 - June – Aug are best time to target for Sep intake in the UK
- Autumn Semester (Sep – Jan): Sep – Nov
 - Sep – Nov are best time to target for intakes

Main Channels for Promotion

- Digital – Social media platforms (Facebook 30m, Twitter 1.2m, Instagram 5m)
- Pakistan Agents network
- Newspaper adverts
- Radio vs TV.
- International offices

Conclusion

International Education Champion Prof. Sir Steve Smith puts Pakistan in Category 2 of his priority

“where we see significant potential for the growth in exports, across multiple education sub-sectors in a proactive manner and can see meaningful outcomes in 12-36 months.”

With the announcement of Graduate Route, the number of PG students from Pakistan is expected to grow.

Scholarships/bursaries/country-specific discounts

Window of opportunity

Get in touch

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