



**KNOWLEDGE
IS
GREAT**

BRITAIN

You're invited

GREAT Scholarships - India

The GREAT Britain campaign is the Government's most ambitious international marketing campaign ever and showcases the very best of what Britain has to offer in order to encourage the world to visit, study and do business with the UK. It supports the Prime Minister's 'global race for growth' and Olympic Legacy programme. The campaign is currently active in over 86 countries. Unifying the international growth promotion efforts of UK Trade & Investment, VisitBritain, British Council and FCO, GREAT aims to deliver significant and long-term increases in trade, tourism, education and inward investment in support of HMG's prosperity and growth agenda.

GREAT Scholarships - India, is a joint programme part funded through GREAT funds and part funded through contributions made by UK Higher Education Institutions (HEI). The purpose of the GREAT Scholarship programme is to improve brand UK perception in the Indian market with a goal to significantly increase the number of students choosing to study in UK.

Outline of the Scheme

- 1) Maximum contribution from GREAT will be £ 10,000 per institution
- 2) UK HEIs will have to contribute at least double the amount put in by the GREAT funds
- 3) UK HEIs will have to demonstrate that this is new money for India GREAT Scholarships (e.g. not an existing scholarship)
- 4) The Scholarships will be branded GREAT/X University Scholarship - India
- 5) Preference will be given to those UK HEIs that offer a range of bursaries so that a large number of Indian students benefit (small amounts as opposed to one large scholarship)
- 6) Scholarships could be offered at UG or PG level; if they are UG level then the GREAT funding will be for the first year of study only.
- 7) Funds will be allocated to UK HEIs across the UK with representation across England, Wales, Scotland and Northern Ireland (we aim to allocate scholarship funds to at least 2 UK HEIs across England, Scotland and at least one in Wales and NI)
- 8) Funds will be allocated to UK HEIs to offer Scholarship programmes across the ten most popular subjects chosen by Indian students

Top Subjects
Business/Management studies
Economics
Law
Creative Industry (Fashion/Textile)
Media and Journalism
Hospitality, leisure, tourism and transport
Engineering (Mechanical/Electrical/Aerospace)
Computer Science and IT
Bio Technology/Sciences

- 9) The UK HEI will have to provide a 500 word justification about why the course/programme is GREAT (this could include criteria like employability, quality and famous alumni). Post the receipt of the bids from the Institutions, the final decision shall be made by the GREAT board in India
- 10) The GREAT Scholarships will be launched at the November and February Education UK Exhibitions, and will be followed by a 6 months marketing campaign funded through GREAT. UK HEIs are expected to further promote these scholarships on their website and other publications.
- 11) Management of the scholarship (shortlisting candidates, award allocation etc.) will be done by the UK HEI but the details of the awardee will be shared with the British Council so that evaluation/reporting and impact assessment can be done by the British Council.
- 12) The Awardee will be expected to provide profile & Alumni material to support our future work in India.

GREAT Scholarships – India

Bidding Form

1. Name of participating Institution : _____
 Address: _____

2. Contact Details

i. Name of contact person : _____
 ii. Phone : _____
 iii. E-mail : _____
 iv. Address : _____

3. Will the Scholarship apply for : (yes/no)

i. Sep 14 intake - _____
 ii. Jan 15 intake - _____

4. Amount committed towards India Scholarship : - £ _____

i. Undergraduate Level - Per Successful Applicant- £ _____ Total £ _____
 ii. Postgraduate Level - Per Successful Applicant- £ _____ Total £ _____

Subject	Name of Course/Programme	UG/PG
Business/Management studies		
Economics		
Law		
Creative - Fashion, Textile, Interior Design		
Media and Journalism		
Hospitality, leisure, tourism and transport		
Engineering (Mechanical/Electrical/Aerospace)		
Computer Science and IT		
Bio Technology/Sciences		

5. Please provide us with a 500 word or more justification paragraph outlining, why **each** of the courses/programmes above are GREAT. (Could include criteria like Employability Rate, University Ranking, famous alumni, links with industries etc.)