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GREAT Scholarships – India 2015

The British Council is delighted to announce opening of the bidding for GREAT Scholarships – India 2015. The GREAT Education campaign in India offered 370 scholarships to Indian students last year, and this year the aim is to increase the number to 500.

About the GREAT Britain Campaign: The GREAT Britain campaign is the UK 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.

About the GREAT Scholarships – India 2015: This programme is jointly funded by the GREAT campaign and UK Higher Education Institutions (HEI). The purpose of the programme is to improve the brand perception of the UK in the Indian market with a goal to significantly increase the number of students choosing to study in UK.

Outline of the programme

- 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 (i.e. funds from GREAT and HEI will be in the ratio 1:2).
- 3) UK HEIs will have to demonstrate that this is new money for GREAT Scholarships – India 2015 (e.g. not an existing scholarship).
- 4) The Scholarships will be branded GREAT-X University Scholarship – India 2015.
- 5) 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.
- 6) Funds will be allocated to UK HEIs with representation across England, Wales, Scotland and Northern Ireland. Post the receipt of the bids from the institutions, the final decision will be made by the GREAT board in India.
- 7) The launch of the GREAT Scholarships – India 2015 will be followed by both Digital and Print Media marketing campaign funded through GREAT. UK HEIs are expected to further promote these scholarships on their website and other publications.
- 8) 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.
- 9) The recipient will be expected to provide profile and alumni details to support our future work in India.

Last date for submitting the bids is **31 July 2014**.

For further details contact: Mukhlis.Shafi@britishcouncil.org

GREAT Scholarships – India 2015

Bidding Form

1. Name of participating institution : _____

2. Contact Details

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

3. The Scholarship would apply for:

- i. Sep 15 intake - _____
- ii. Jan 16 intake - _____

4. Amount committed towards Scholarship by the University : - £ _____

Subject Areas	Number of UG Scholarships	Value of Each Scholarship	Number of PG Scholarships	Value of Each Scholarship
(EXAMPLE) Business Courses	2	£1500 (£1000 from HEI + £500 from GREAT)	2	£3000 (£2000 from HEI + £1000 from GREAT)