



Education UK exhibition India

3rd to 8th February 2014

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1. Event fact file

Venue	Taj Coromandel Chennai	Vivanta by Taj Hyderabad	Le Meridien Pune	Hotel Shangril-la New Delhi
Date	3 February 2014	4 February 2014	6 February 2014	8 February 2014
Opening/closing hours	1400 to 1900 hours	1400 to 1900 hours	1400 to 1900 hours	1200 to 1700 hours

2. Key statistics

	Chennai		Hyderabad		Pune		Delhi	
Attendance : Visitors	2014	2013	2014	2013	2014	2013	2014	2013
		1308	1277	1011	1086	1439	1412	1262
Exhibitors :								
Further Education	--	1	--	1	--	1	--	NA
Higher Education	57	61	31	36	43	44	43	NA
Independent College/ Non Partner	4	--	3	--	2	--	2	NA
UCAS/ Associate member	--	--	--	--	--	--	--	NA
Total number of exhibitors	61	62	34	37	45	45	45	NA

Visitors primary market objectives	Chennai		Hyderabad		Pune		Delhi	
	2014	2013	2014	2013	2014	2013	2014	2013
Level of study (in %)								
Undergraduate degree	20	22	40	23	33	30	28	NA
Postgraduate degree	67	64	47	66	59	59	62	NA
PhD	10	8	9	8	4	6	9	NA
Others	3	6	34	3	4	5	1	NA



Seminar attendees at the exhibition

City	Chennai		Hyderabad		Pune		Delhi	
No of attendees	315		221		720		NA	
Main subjects of Interest (in %)	Chennai		Hyderabad		Pune		Delhi	
	2014	2013	2014	2013	2014	2013	2014	2013
Business & Management/ Finance	12	9	16	9	11	15	19	NA
MBA	17	12	17	12	14	15	11	NA
General Engineering	25	28	20	28	26	18	8	NA
IT/computer Science	8	13	11	13	10	12	8	NA
Biotechnology	3	3	3	3	2	2	2	NA
Art and Design related courses (incl Architecture, Fashion)	4	1	4	3	6	4	9	NA
Media related courses (Inc Advertising & Journalism)	3	2	2	2	3	4	4	NA
Law	3	2	3	2	6	4	5	NA
Hotel Mgmt/Tourism	2	1	2	2	2	3	3	NA
Social sciences/Humanities	2	2	3	2	10	3	8	NA
Others	21	27	19	24	10	24	23	NA

Demographics of visitors (in %)	Chennai		Hyderabad		Pune		Delhi	
	2014	2013	2014	2013	2014	2013	2014	2013
Gender								
Male	86	72	92	78	73	73	61	NA
Female	14	28	8	22	27	27	39	NA

*A full list of exhibitors can be found in Appendix 1



3. Impact of marketing plan

Over 50 advertisements were released to promote the February 2014 exhibitions in popular English dailies and regional papers across the four exhibition cities during the month of January and February.

Online registrations: In Delhi, 37 per cent attendees at the exhibition had registered online; while in Chennai 36 per cent had registered online. In Pune 35 per cent and in Hyderabad 28 per cent attendees had pre-registered online.

A tele-calling activity was carried out confirming participation of students who had pre-registered online for the exhibition

Budget spent: Nearly 65 per cent of the total Delhi exhibition budget was spent in advertising the Delhi exhibition. Traditionally the exhibitions in Delhi were held at the British Council premise. This year the exhibition was moved to an external venue; hence outdoor promotions were carried out extensively in order to attract the visitors to the changed venue during the February 2014 exhibition.

64 per cent of the Hyderabad exhibition budget was spent on advertising the exhibition. In Hyderabad this year the exhibition was held at the different venue than where it has been traditionally held. A smaller venue was chosen keeping the number of exhibitors in mind; therefore a substantial budget could be spent on advertising the event.

59 per cent of the Pune budget was spent on advertising, while in Chennai 52 per cent budget was spent to promote the exhibitions.

A new micro site www.knowledgeisgreat.in was developed to promote the exhibitions and the GREAT scholarships.

The summary of the media coverage for each exhibition city has been listed below and the exhibition promotion details can be found in appendix 4:

Chennai: Nearly 20 adverts were released across 20 English dailies and regional newspapers to promote the exhibition. Some of the popular English dailies that carried the exhibition information were The Hindu, The Times of India, Deccan Chronicle, Education Time (Times of India), Education Plus (The Hindu), New Indian Express, while the regional language newspapers were Dinamani, Daily Thanthi, Dinakaran, Dinamalar, Puthiya Thalaimurai, Puthiya Thalaimurai Kalvi etc., the other mediums of advertising being radio, bus shelters and movie theatres.

In Chennai, 22 per cent visitors to the Chennai exhibition came to know about the event through newspapers, 25 per cent through their local institutions and 11 per cent via the British Council website.

Hyderabad: Over 40 adverts were released across 12 newspapers including English dailies and regional newspapers. English dailies that carried the Hyderabad exhibition details were Times of India, The Hindu-Main, Hindu Education Plus and Deccan Chronicle. The regional language newspapers where the exhibitions were advertised included some popular newspapers like Dinamalar, Puthiya Thalaimurai, Daily Thanthi, Dinakaran. The Hyderabad exhibition was advertised in certain Regional weekly papers like Anna Nagar Times, Nungambakkam Times and English weekly papers like Mylapore Times, Mambalam Times and Perambur Talk.

30 per cent of visitors at the Hyderabad exhibition came to know about the event through newspapers while 13 per cent through the British Council website and 10 per cent through their local institutions and teachers.

Pune: The exhibition in Pune was advertised in English dailies The Times of India, Education Times, Pune Times, Indian Express and in regional newspapers like Sakal and Pune Vruttant. Nearly 10 adverts were released to promote the exhibitions.

Over and above print advertising, the exhibition was prompted on radio over a period of seven days with a listenership of 2.4 lakhs. Nearly 24000 flyers were distributed at local institutions and at retail outlets. Exhibition details were uploaded on college Facebook pages of six local institutions.



32 per cent of the visitors that attended the exhibition came to know about the event through newspapers, 22 per cent through their local institution and 10 per cent through the British Council website.

Delhi: 8 adverts were released to promote the Delhi exhibition in English dailies like Hindustan Times-Education, HT city Delhi, Delhi Times and Education Times (Times of India).

Outdoor promotion included hoardings at prominent locations and a 3 week campaign on meetuniversities web portal. Walk-in database was targeted and emailers were sent to promote the exhibitions.

39 percent attendees to the Delhi exhibition came to know about the event through newspapers, 17 per cent through British Council website and 12 per cent through word of mouth.

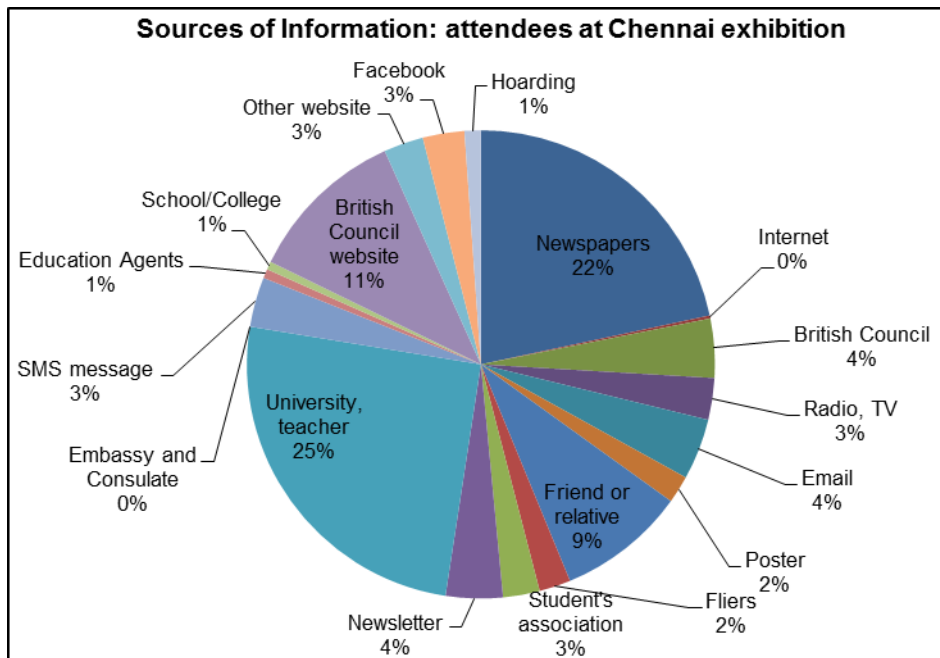
GREAT Scholarships launch:

At each exhibition city, before the commencement of the event, the GREAT Scholarship guide and GREAT Career guide was launched. 36 UK institutions offered scholarships worth approx. 100 million rupees that was advertised in the GREAT scholarship guide. Media was invited at each venue and the launch included speeches by Andrew Soper (Prosperity Counsellor, British High Commission Delhi) and the British Council Area Directors from each region across India. In Chennai the launch was done one day prior to the event followed by the All India briefing. A musical performance was delivered by students of KM Music Conservatory Pvt. Ltd, KM College of Music and Technology Chennai and Middlesex University

A detailed analysis of media coverage can be found in Annexure 4.

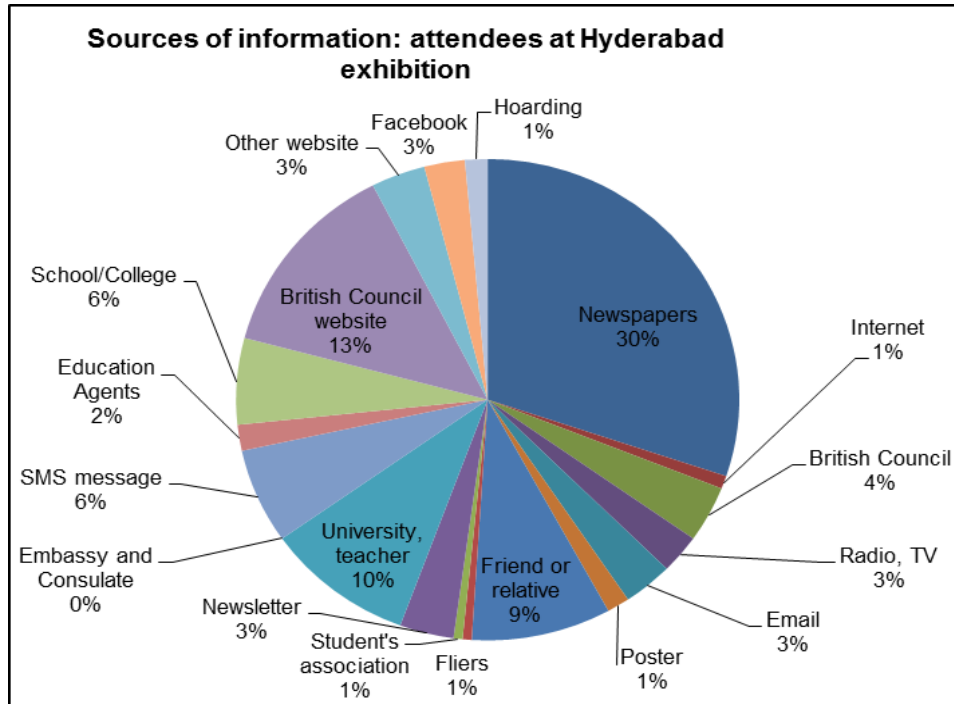
A snapshot of ‘sources of information’ for all visitors:

Chennai:

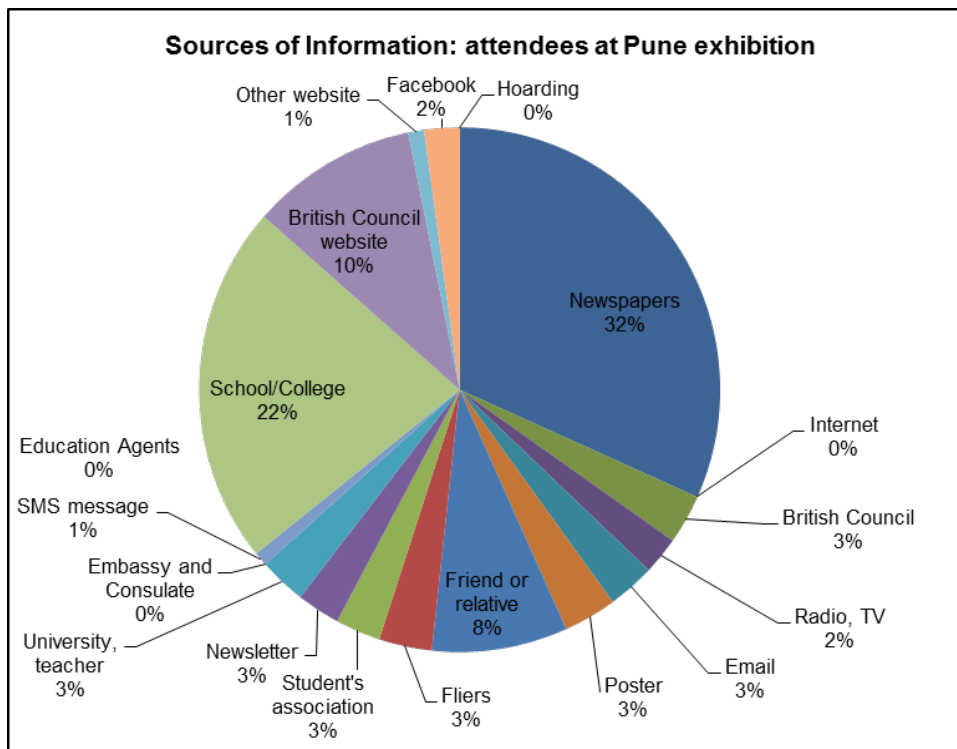




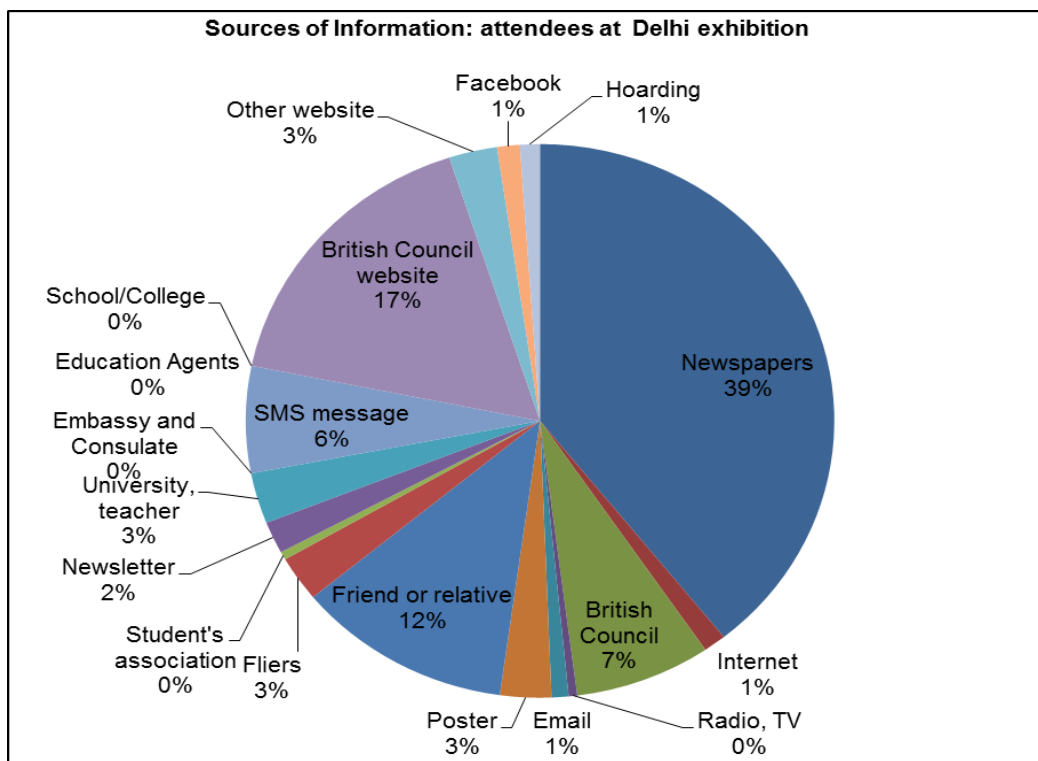
Hyderabad:



Pune:



Delhi:



4. Conclusions and follow up

4.1 Key recommendations for institutions

- Delegates are advised to send the exhibition freight in advance to their respective agents or representatives working in India. Exhibition venues (hotels) do not accept bulk freight due to security reasons. This has led to inconvenience and confusion for the participating delegate on the day of the exhibition.
- It is highly recommended by the British Council and also suggested by certain UK delegates in their feedback that Universities should have a maximum of 4 members at their respective stalls which include the University delegates, alumni, agents and a stand assistant (if any). Accommodating more than 4 at the stall makes it cumbersome for students to interact with the representatives.

4.2 Key recommendations for the British Council

- During the February 2013 exhibition, some exhibitors had provided feedback on moving the Bangalore exhibition to the month of November. This feedback was based on the feedback received via their local agents. This year, the Bangalore exhibition was held in November 2013, however the observation was that engineering exam schedules are announced much later in the year due to which conducting the Bangalore exhibition in November led to lesser number of engineering students at the exhibition. Hence in 2014-15, the Bangalore exhibition has been moved back to the month of February.
- Based on exhibitor feedback received in February 2013, the timing of the Chennai and Hyderabad exhibition in February 2014 was reduced to five hours duration.
- Most exhibitors recommended having a one day break in the exhibition schedule. The November 2014 and February 2015 exhibitions have been scheduled with a day break in between cities.
- Exhibitors have requested for subsidised Wi-Fi connections across all venues during the exhibitions. We are working on including this service in the forthcoming exhibitions



Appendix 1: List of participating institutions (Alphabetical Order)

Sr. Nos.	Name of Institution	Sr. Nos.	Name of Institution
1	Aberystwyth University	41	London Metropolitan University
2	Anglia Ruskin University	42	London South Bank University
3	University of the Arts London	43	University College London (UCL)
4	Aston University, Birmingham	44	Loughborough University
5	Bangor University	45	London School of Business and Management
6	University of Bedfordshire	46	Manchester Metropolitan University
7	University Of Bradford	47	The University Of Manchester
8	Birkbeck, University Of London	48	Middlesex University, London
9	Birmingham City University	49	NCUK
10	University of Birmingham	50	Newcastle University
11	University College Birmingham	51	The University of Northampton
12	The University of Bolton	52	Northumbria University
13	Bournemouth University	53	Nottingham Trent University
14	BPP University	54	Plymouth University
15	Cardiff University	55	University Of Portsmouth
16	University of Central Lancashire	56	Queen Mary University Of London
17	City University London	57	University of Reading
18	University for the Creative Arts	58	Regent's University London
19	De Montfort University	59	University of Roehampton, London
20	The University of Dundee	60	Royal Holloway, University of London
21	University of East London	61	SAE Institute
22	Edinburgh Napier University	62	University of Salford
23	University of Essex	63	The University of Sheffield
24	University of Exeter	64	Sheffield Hallam University
25	Glasgow Caledonian University	65	SOAS, University of London
26	The Glasgow School of Art	66	University Of South Wales
27	Goldsmiths, University Of London	67	University of Strathclyde, Glasgow
28	University of Greenwich (London)	68	University of Sunderland
29	Heriot-Watt University	69	University of Sussex
30	University Of Hertfordshire	70	Swansea University
31	Imperial College London	71	Teesside University
32	Institute of Education, University of London	72	The University of Warwick
33	University Of Kent	73	University Of Westminster
34	King's College London	74	Wiltshire College
35	Kingston University London	75	University of Worcester
36	Le Cordon Bleu London	76	York St John University
37	Leeds Metropolitan University, UK	77	University of York
38	University Of Leeds		
39	Liverpool Hope University		
40	Liverpool John Moores University		



Appendix 2: Visitors' survey results

February 2014 - Visitor Feedback analysis (in %)						
		Chennai	Hyderabad	Pune	Delhi	Average
1	Did you get all the information you were seeking					
	Yes	94	91	93	88	91
	No	6	8	6	11	8
	Blank	0	0	1	1	1
2	Will you be making an application to UK now					
	Yes	53	48	33	56	47
	No	42	46	66	42	49
	Blank	5	6	1	2	4
3	The extent to which you agree or disagree with each of the following statements					
A	The Exhibition met my expectations					
	Strongly Agree	30	23	29	24	27
	Agree	58	63	62	63	62
	Neither	9	6	5	8	7
	Disagree	0	5	0	1	2
	Strongly disagree	0	0	1	1	0
	Blank	3	3	3	2	3
B	Overall, the exhibition was a high quality event					
	Strongly Agree	34	30	46	31	35
	Agree	55	53	45	54	52
	Neither	6	9	4	6	6
	Disagree	0	1	0	1	1
	Strongly disagree	0	0	0	0	0
	Blank	5	7	5	7	6
C	I have acquired knowledge about UK education from attending the exhibition					
	Strongly Agree	26	28	39	30	31
	Agree	62	54	50	56	55
	Neither	6	8	4	4	6
	Disagree	0	3	1	1	1
	Strongly disagree	0	0	0	0	0
	Blank	6	7	6	8	7
4	As a result of this event, have any of the following increased at all?					
A	Your understanding of what the UK has to offer as a place to study?					
	0 (not at all)	1	0	1	0	1
	1	1	0	1	1	1
	2	1	1	1	2	1
	3	4	4	4	0	3
	4	6	12	5	5	7
	5	14	14	12	7	12
	6	17	12	13	12	13
	7	17	17	15	24	18
	8	22	14	20	19	19
	9	8	7	9	7	8
	10 (increased very much)	8	12	14	16	12
	Blank	1	7	5	8	5



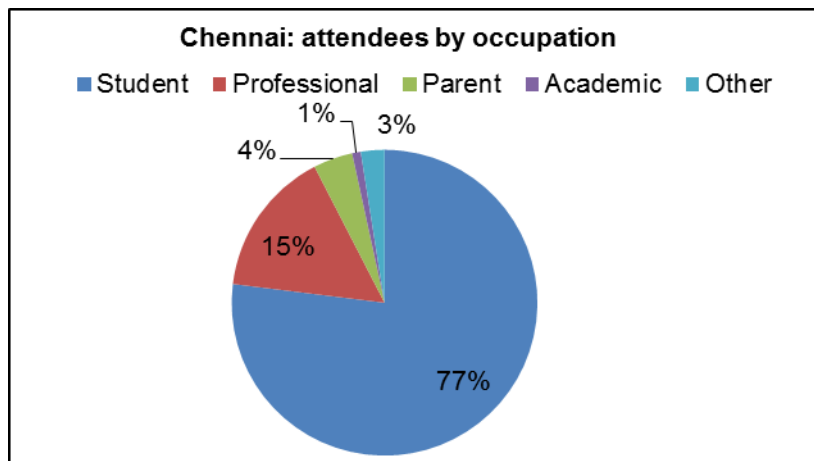
B Your perception of the attractiveness of the UK as a place to study?						
	0 (not at all)	1	1	1	0	1
	1	1	0	2	1	1
	2	1	3	0	0	1
	3	2	3	2	6	3
	4	6	3	3	7	5
	5	9	20	11	4	11
	6	19	9	12	2	11
	7	15	16	13	13	14
	8	19	14	22	30	21
	9	11	14	14	6	11
	10 (increased very much)	12	10	14	26	16
	Blank	4	7	6	6	6
C Your intention to study/have your child study in the UK?						
	0 (not at all)	4	2	3	0	2
	1	1	1	1	1	1
	2	1	2	2	2	2
	3	4	4	2	3	3
	4	4	5	5	5	5
	5	12	6	10	4	8
	6	13	9	6	10	9
	7	13	14	13	18	15
	8	14	15	15	14	15
	9	13	12	11	16	13
	10 (increased very much)	15	13	19	18	16
	Blank	6	17	13	7	11
4	Rate the quality of service/s you have received					
	Excellent	28	23	46	30	32
	Good	59	62	47	58	56
	Average	11	12	5	9	9
	Bad	0	1	0	1	0
	Very Bad	0	0	0	0	0
	Blank	2	2	2	2	2
5	Have you taken part in any of the following activities organised by the British Council in the last 12 months?					
	Education UK exhibition	17	13	17	18	16
	IELTS	13	11	9	8	10
	Education UK Briefing	0	0	4	2	1
	No	55	59	59	60	58
	Others	3	3	1	1	2
	Blank	12	14	10	11	12
6	Recommend British Council to family/friends					
	0 (very unlikely)	0	2	0	1	1
	1	1	1	2	3	2
	2	1	3	0	1	1
	3	2	2	1	4	2
	4	4	2	2	6	3
	5	9	10	8	2	7



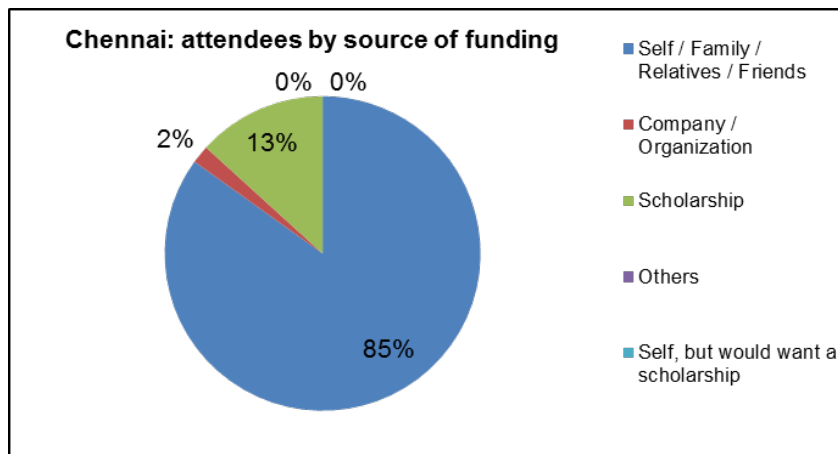
	6	10	11	5	10	9
	7	14	5	12	25	14
	8	17	12	15	15	15
	9	12	10	12	11	11
	10 (very likely)	19	25	29	13	22
	Blank	11	17	14	9	13

Some interesting analysis from visitor registration data:

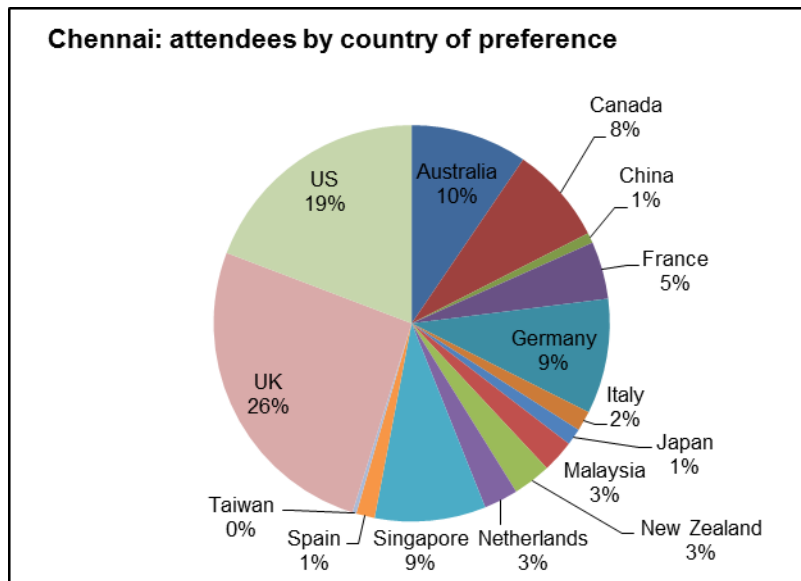
Chennai:



77 per cent visitors at the Chennai exhibition were students while 15 per cent were working professionals.

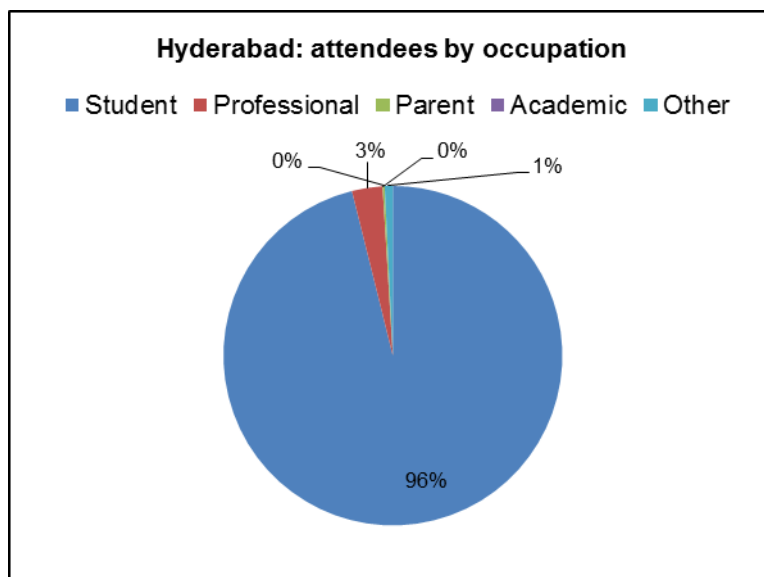


85 per cent visitor's at the Chennai exhibition not dependent on any external funding sources or scholarships while 13 per cent were looking for scholarships to study in the UK.

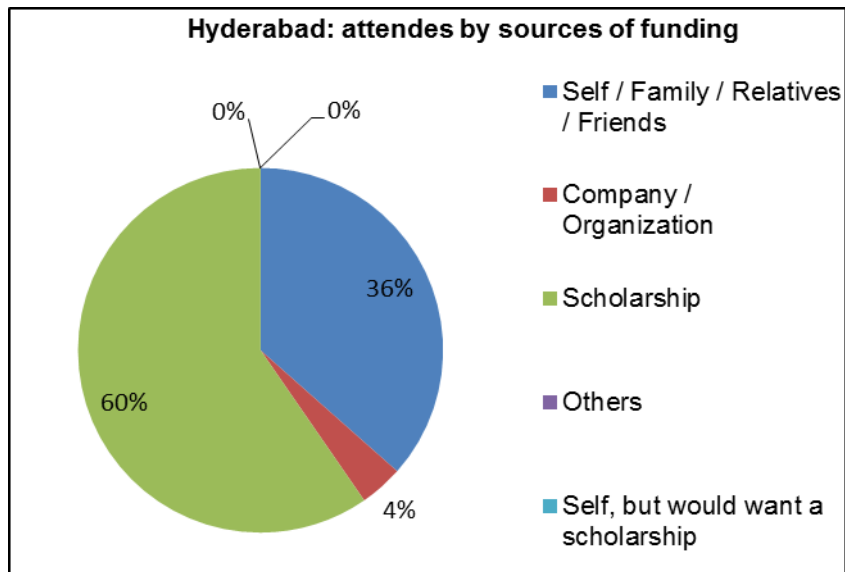


The first choice of foreign study destination for visitors to the Chennai exhibition was the UK, followed by US. Australia was the third preferred choice closely followed by Singapore and Canada.

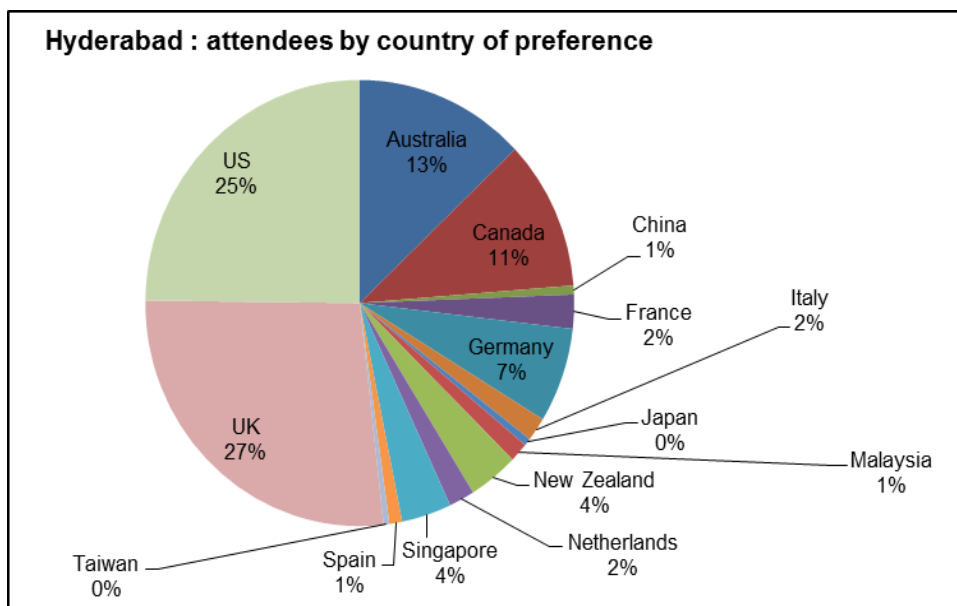
Hyderabad:



In Hyderabad, only 3 per cent visitors at the exhibition were working professionals while 90 per cent were students.



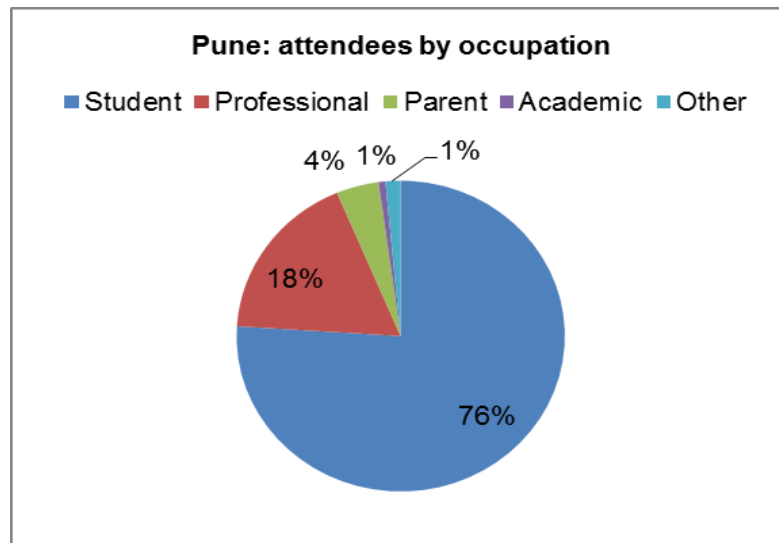
60 per cent visitors to the Hyderabad exhibition were not dependent on a scholarship



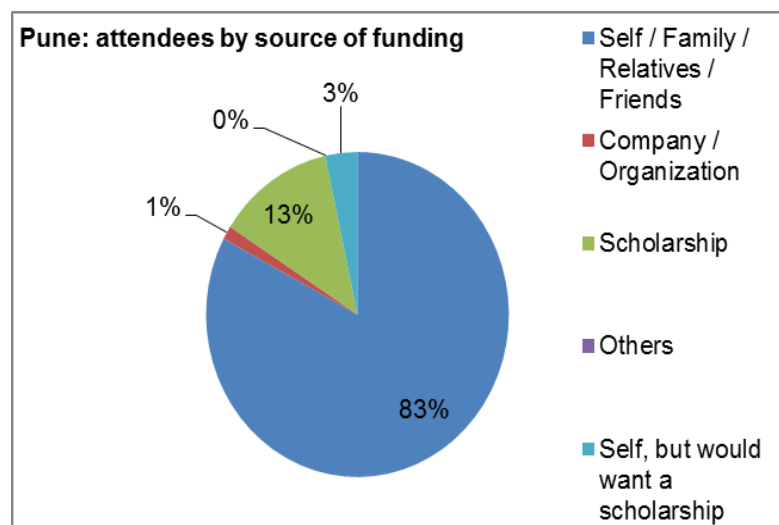
The first choice of foreign destination to study for visitors in Hyderabad was UK closely followed by US. The third most popular choice was Australia and Canada.



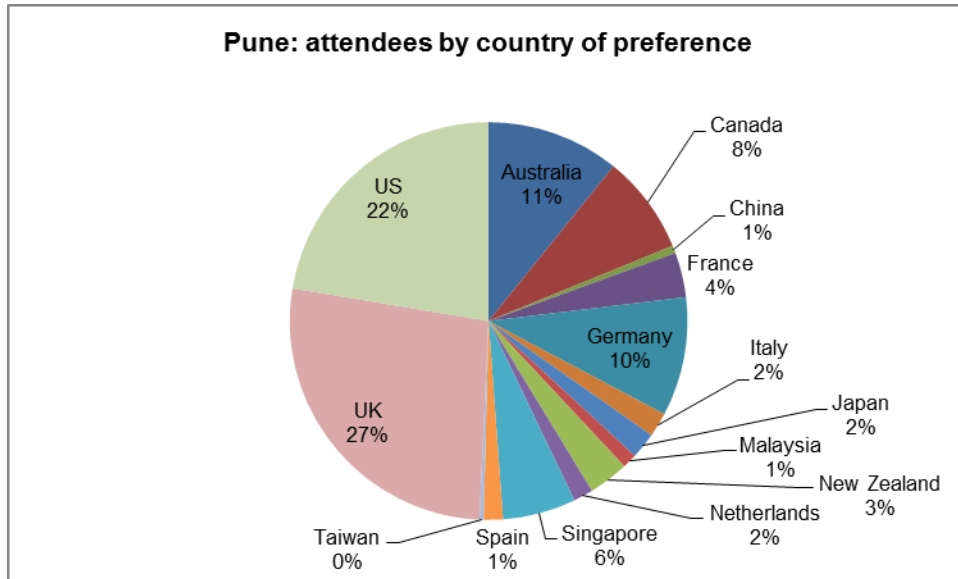
Pune:



76 per cent attendees at the Pune exhibition were students while 18 per cent were working professionals

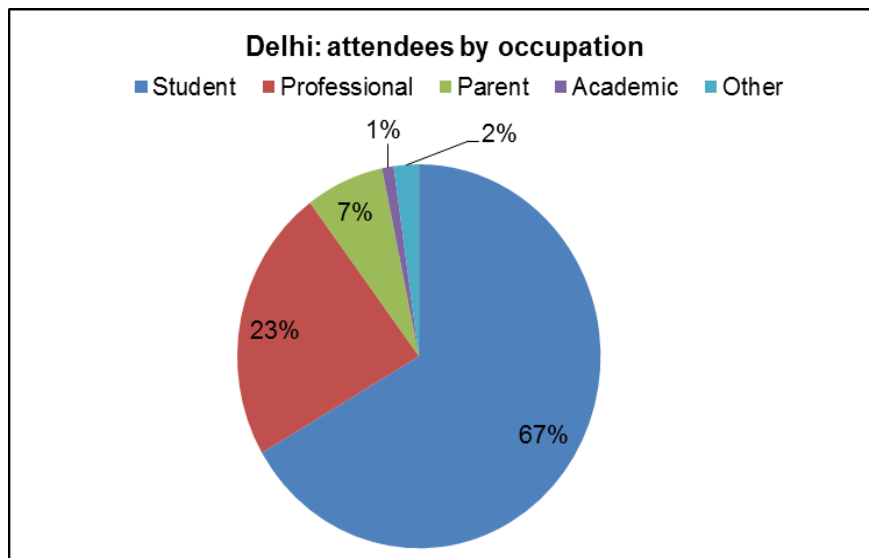


83 per cent attendees at the Pune exhibition were not dependent on scholarships.

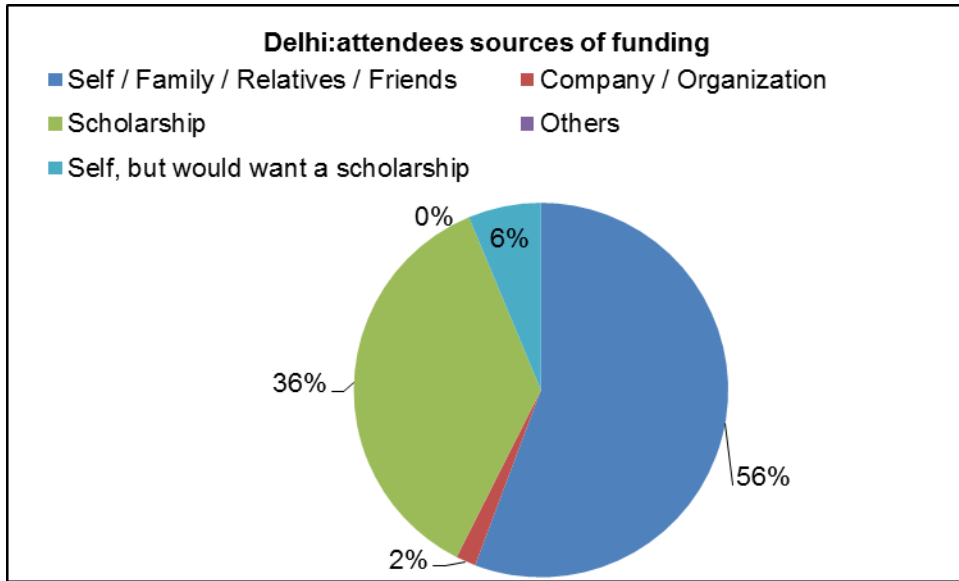


UK was the top choice of students at the Pune exhibition, followed by US. Australia and Germany were also substantially high in terms of preferred destination.

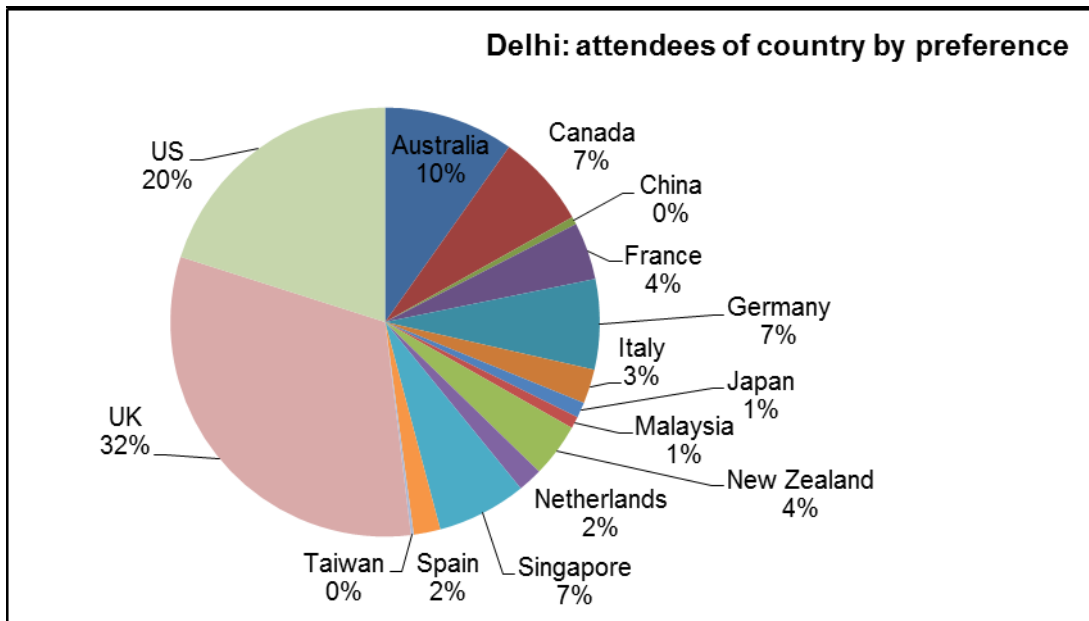
Delhi:



67 per cent attendees at the Delhi exhibition were students and a substantial 23 per cent were working professionals



56 per cent attendees at the Delhi exhibition were not looking for scholarships but were self dependent



UK was the top choice of attendees at the Delhi exhibition followed by UK and Australia



Appendix 3: Exhibitors' survey results

Exhibitors feedback analysis - February 2014 exhibition (in %)						
		Chennai	Hyderabad	Pune	Delhi	Average
1	How would you rate the duration of the event					
	Too long	5	17	12	7	10
	Just right	95	83	84	89	88
	Too short	0	0	0	5	1
	Blank	0	0	4	0	1
2	What were your objectives for coming					
	Recruitment	30	26	12	18	22
	Profile Raising	2	0	4	0	2
	Both	65	57	84	82	72
	Blank	3	17	0	0	5
3	Assessment of Visitors at your Stand					
	Good number and good quality	54	40	40	68	51
	Good quality only	11	17	14	9	13
	Good number only	25	20	23	20	22
	Disappointing	2	11	14	0	7
	Blank	8	12	9	2	8
4	Assessment of the Exhibition in terms of Promotion of the Event					
	Very Good	26	14	30	41	28
	Good	58	60	56	43	54
	Satisfactory	7	9	9	9	9
	Unsatisfactory	0	3	0	0	1
	Blank	9	14	5	7	9
5	Assessment of the Exhibition in terms of Branding at the Event					
	Very Good	39	14	40	32	31
	Good	49	63	49	44	51
	Satisfactory	4	11	9	16	10
	Unsatisfactory	0	0	0	0	0
	Blank	8	12	2	8	8
6	Assessment of the Exhibition in terms of Overall Exhibition					
	Very Good	30	11	24	32	24
	Good	49	69	54	50	56
	Satisfactory	11	14	12	11	12
	Unsatisfactory	2	0	5	0	2
	Blank	8	6	5	7	6
7	Rate the support to your business needs from BC before the event					
	Very Good	35	26	44	39	36
	Good	49	49	35	43	44
	Satisfactory	7	11	19	9	12
	Unsatisfactory	0	6	0	2	2
	Blank	9	8	2	7	6



8	Rate the support to your business needs from BC during the event					
	Very Good	33	31	35	32	33
	Good	47	46	30	45	42
	Satisfactory	12	14	26	14	16
	Unsatisfactory	0	3	5	2	3
	Blank	8	6	4	7	6
9	Did the Exhibition meet your expectations					
	Agree Strongly	16	0	19	20	14
	Agree	70	74	65	68	69
	Disagree	9	20	16	2	12
	Strongly Disagree	0	0	0	0	0
	Blank	5	6	0	9	5
10	Overall, the Exhibition was a high quality event					
	Agree Strongly	28	11	21	23	21
	Agree	60	60	72	59	63
	Disagree	7	20	5	5	9
	Strongly Disagree	0	0	0	0	0
	Blank	5	9	2	14	7
11	Have acquired knowledge about the market from participating at the exhibition					
	Agree Strongly	9	11	14	7	10
	Agree	56	63	65	66	62
	Disagree	12	14	9	14	12
	Strongly Disagree	2	0	0	2	1
	Blank	21	12	12	11	14
12	How was this exhibition compared to last year					
	Much better	4	3	5	2	4
	Better	5	17	0	23	11
	Same	39	23	26	27	29
	Worse	5	11	5	0	5
	Much worse	0	0	2	2	1
	Didn't attend	40	31	56	39	41
	Blank	7	15	6	7	9
13	Will your institution consider attending a similar event next year?					
	Yes	65	54	65	66	62
	No	0	0	2	2	1
	Undecided	30	37	24	23	28
	Blank	5	9	9	9	8



Appendix 4: Advertising and promotion plan (media plan)

Type	Media	Duration	Format (quantity and circulation figures for newspapers)
Print	Newspaper advertising:	January/February 2014	
	Chennai		<p>Total of 20 adverts in 20 unique newspapers of English and Regional languages including newspaper supplements. The reach was in the state of Tamil Nadu</p> <p>The details of newspapers and circulation figures are as below (in 000s).</p> <p>English dailies</p> <ul style="list-style-type: none"> • Hindu - Education Plus – 633 • Edex – New Indian Express – 298 • The Hindu – 350 • Education Times – 250 • New Indian express – 100 • Times of India – 250 • Chennai Times – 250 • Mylapore Times – 40 • Mambalam Times – 42 • Perambur Talk – 32 • Adyar Times – 41 • Nungambakkam Times – 42 • Velachery Talk – 42 • Hindu - Education Plus – 350 • Deccan Chronicle – 300 • Velachery Talk - 42 <p>Regional</p> <ul style="list-style-type: none"> • Daily Thanthi – Sunday – 557 • Dinamalar – Sunday – 220 • Dinakaran – 286 • Daily Thanthi – 471 • Dinamani – 48 • Puthiya Thalaimurai Kalvi – 120 • Puthiya Thalaimurai – 378 • Dinamalar - 172
	Hyderabad		<p>Total of 19 adverts in 12 unique newspapers of English and Regional languages including newspaper supplements. The reach was in the state of Andhra Pradesh (including city editions covering Chennai).</p> <p>The details of newspapers and circulation figures are as below (in 000s).</p> <p>English Dailies</p> <ul style="list-style-type: none"> • Hindu –Education Plus – 293 • Deccan Chronicle – 1156 • Education Times – 257 • New Indian Express – 20 • Hans India – 32 • DC- Hyderabad Chronicle – 571 • The Hindi –Main – 293 • Hindi Milap – 38 • Times of India – 257



		<ul style="list-style-type: none"> Deccan Chronicle – 846
		<p>Regional (Tamil):</p> <ul style="list-style-type: none"> Sakshi – Bhavitha – 291 Eenadu – 430 Siasat – 45
	Pune	<p>Total of 9 adverts in 8 unique newspapers of English and Regional languages including newspaper supplements. The details of newspapers and circulation figures are as below (in 000s). English Dailies</p> <ul style="list-style-type: none"> Times of India – 210 Education Times – 115 Pune Times – 169 Pune Newline – 115 Indian express - 175 <p>Regional:</p> <ul style="list-style-type: none"> Pune Vruttant – 95 Sakal - 675
	Delhi	<p>Total of 8 adverts of English including newspaper supplements. The details of newspapers and circulation figures are as below (in 000s). English Dailies</p> <ul style="list-style-type: none"> Hindustan Times HT city Delhi+NCR Delhi Times Gurgaon Times Education Times
	Posters+ Emailers + Eflyers to internal and external databases	<p>Chennai: 4700 emails, Hyderabad: 3500 emailers Chennai: over 250 posters, Hyderabad: over 100 posters Pune: over 7500 emailers, over 25000 posters and flyer distribution in local institutions Delhi: Over 1500 emails, over 300 posters</p>
Outdoor	Hoarding/Exhibition Branding	<p>Chennai: 10 bus shelters Hyderabad: 8 bus shelters Delhi: 3 hoardings at prominent locations around the exhibition venue for 10 days</p>
		<p>Chennai: promotions in theatres: 6 theatres , 40 screens Hyderabad: promotions in theatres: 6 theatres, 18 screens</p>
	Radio	<p>Chennai and Hyderabad: promotions on 2 radio channels over 7 days Pune: promotion on Radio city over 7 days (listenership – 240,000)</p>
Others		<p>Seminars and promotions in over 300 local schools and colleges</p>



Appendix 5: Exhibition photographs and publicity

Media promotion and exhibition photographs:

British Council takes a GREAT initiative for scholars

Express News Service

Chennai: GREAT Education initiative, an initiative for foreign students to study in the UK, by the United Kingdom was launched at the British Council recently. Andrew Sopers, counselor (Prosperity), British High Commission, put forward the notion that Indian students have great opportunity in UK and said that joint research projects between India and UK have grown to the tune of 150 million pounds over the last five years.

He reiterated the UK government stance regarding student visas according to which, 'Genuine students who get into genuine universities will get visas' and dispelled the myths that people have. He said that it is not true that students can't work, if fact they can work for twenty hours a week and full time on holidays. He added that students can work in the UK for up to three years during graduation in their field of specialisation.

Paul Sellar, director, British Council, carried forward the launch telling about the initiatives that were available and about the GREAT scholarships which has 370 scholarships in 30 colleges worth one million pounds (100 million rupees) in the fields of arts, science, law, medical, management and literature. Foreign students can apply for this from September.

Over the previous years, the application for student visas have grown, only seeing a slight fall last year due to the global economic condition. Speaking to express, Paul sellers indicated that management related courses were a hot favorite among Indian students besides IT and science related courses.

As part of this campaign, GREAT career guide containing a list of universities and the details of application procedure, visa doubts and a handbook on the scholarships and offers were released at the event.

There was an Education UK exhibition at Taj Coromandel on Monday between 2 pm to 7 pm, where representatives of over 60 universities and the British Deputy High Commission gave insights on the educational opportunities in UK.

UK woos Indian students through scholarships

NT Bureau

Chennai, Feb 2: 'Visas and scholarships would be given to students from genuine universities in India, to study in the United Kingdom', said Paul Sellers, south India director of British Council.


UK has launched 370 scholarships worth Rs 10 crore exclusively for Indian students. The scholarship amount is the largest ever allocated for India, and was announced on Friday as part of the ongoing GREAT Britain campaign to bolster the country's global reputation.

'The scholarships will be made available to Indian students applying to 260 under graduate and post graduate courses in engineering, law and business, art and design, biosciences and information technology in 36 UK universities. The scholarships will be tenable for the September 2014 and January 2015 student intakes', said Andrew Soper, economic counsellor, British High Commission, New Delhi.

The UK's Higher Education Statistics Agency recently said there was a 25 per cent decrease in the number of Indian students studying in-UK universities in 2012-13 compared to the previous year. The scholarships are seen as an incentive to draw students back to the UK.

Announcing the scholarships and unveiling the Great Career Guide for students, Andrew Soper and Paul Sellers said that the reasons for the decline could range from the decline of the global economy.

An exhibition will also be conducted in Chennai to educate students and applicants about scholarships and visas on 3 February. Representatives from 60 UK higher educational institutions will take part in the exhibition.



South India director of British Council, Paul Sellers and economic counsellor, British High Commission, New Delhi, Andrew Soper at a press conference in Chennai on Friday.



ഇന്ത്യൻ വിദ്യാർത്ഥികൾക്കായി ബ്രിട്ടന്റെ 10 കോടിയുടെ സ്റ്റോളർഷിപ്പ്

ചെന്നൈ: ഇന്ത്യൻ പാരമ്പര്യത്തോടുകൂടിയ ഇന്ത്യൻ വിദ്യാർത്ഥികളെ ആകർഷിക്കുകയെന്ന ലക്ഷ്യത്തോടെ 10 കോടിയുടെ സ്റ്റോളർഷിപ്പ് ഏർപ്പെടുത്തുന്നതായി ബ്രിട്ടീഷ് കോൺസൾ ആൻഡ്രൂ സോപർ അറിയിച്ചു. ബ്രിട്ടൻ ഇന്ത്യൻ വിദ്യാർത്ഥികളുടെ ഏറ്റവും ഗണ്യമായി കരുത്തുവരുന്നതായി കണ്ടെത്തിയതിനെത്തുടർന്നാണ്.

2012-ൽ 39,000 വിദ്യാർത്ഥികളാണ് ഇന്ത്യയിൽ നിന്ന് ഏതനിയറ്റിനെങ്കിൽ ഇപ്പോഴത്ത് 30,000 ആയി ചുരുങ്ങി. അതെങ്ങനെയാണെന്ന 260 അംഗങ്ങൾ ഉൾപ്പെടെ വിദ്യാർത്ഥികൾക്ക് 370 സ്റ്റോളർഷിപ്പുകളാണ് ഏർപ്പെടുത്തുന്നത്.

ഇതുമേലെ സ്റ്റോളർഷിപ്പുകൾ ഒരുമിച്ച് ഇന്ത്യയിൽ പ്രഖ്യാപിക്കുന്ന ആദ്യ രാജ്യമാണ് ബ്രിട്ടനെന്ന അദ്ദേഹം പറഞ്ഞു. ഇന്ത്യയിലെ ഏറ്റവും പതിനഞ്ചു സർവകലാശാലകളിലെ



ബ്രിട്ടീഷ് ഡെപ്യൂട്ടി ഹൈക്കമ്മീഷണർ വിദ്യാഭ്യാസ പ്രദർശനത്തിന്റെ ഭാഗമായുള്ള കരിയർ ട്രൈൽ ബ്രിട്ടീഷ് കോൺസൾ ആൻഡ്രൂ സോപർ (വലത്ത്) ബ്രിട്ടീഷ് കോൺസൾ ഡയറക്ടർ പോൾ സെല്ലേഴ്സ് നൽകി പുറത്തിറക്കുന്നു.

കമ്പ്യൂട്ടർ വിദ്യാർത്ഥികളെ ബ്രിട്ടീഷ് കോൺസൾക്കുവേണ്ടി ക്ഷേമങ്ങളോടെയാണ് സ്റ്റോളർഷിപ്പുകൾ

വിദ്യാഭ്യാസ പ്രദർശനം മുന്നിട്ട്

പുസ്തകം ഏർപ്പെടുത്തുന്നത് ബ്രിട്ടനിലെ അംഗീകൃത യൂണിവേഴ്സിറ്റികളിലെ മികച്ച കോഴ്സുകളും ജോലിസാധ്യതയും പ്രചരിപ്പിക്കാനായി ഹിന്ദു വനിതാ സർവ്വീസ് റെജിസ്ട്രേഷൻ ഏജൻസി വിദ്യാഭ്യാസ പ്രദർശനം താഴെ കോയാൻഡൽ റോട്ടിൽ നടത്തും. ഇ-ഗുണിത് നിന്നുള്ള 60 യൂണിവേഴ്സിറ്റികൾ പങ്കെടുക്കും. ലോകത്തെ ഏറ്റവും മികച്ച യൂണിവേഴ്സിറ്റികളിലെ ആരാജ്ഞം ബ്രിട്ടനിലാണ്. ബ്രിട്ടനിൽ പഠിക്കുകയും അവരുടെ ജോലിയിൽ പ്രവേശിക്കുകയും ചെയ്യും - ആൻഡ്രൂ സോപർ പറഞ്ഞു.

ബിരുദം, ബിരുദാനന്തര കോഴ്സുകൾ, ഗവേഷണം, പഠനം, ജോലി സാധ്യത എന്നിവയെക്കുറിച്ച് വിദ്യാർത്ഥികളിലും രക്ഷിതാക്കളിലും കൂടുതൽ അ

വബോധമുണ്ടാക്കുകയാണ് വിദ്യാഭ്യാസ പ്രദർശനത്തിലൂടെ ലക്ഷ്യമിടുന്നത്.

ബ്രിട്ടനിലെ വിസയും എമിഗ്രേഷൻ നടപടികളെക്കുറിച്ചും ചെന്നൈയിലെ ബ്രിട്ടീഷ് ഡെപ്യൂട്ടി ഹൈക്കമ്മീഷണർ ഡെവ്ജി തന്നെയാണ് പൂർത്തിയാക്കിയതെന്ന് ആൻഡ്രൂ സോപർ പറഞ്ഞു.

ബയോടെക്നോളജി, എൻജിനീയറിംഗ്, സയൻസ്, മറ്റ് സങ്കേതിക കോഴ്സുകൾ എന്നിവയിൽ ഉപരിപഠനം നടത്താൻ ഇന്ത്യയിൽ നിന്ന് വിദ്യാർത്ഥികൾ ബ്രിട്ടനിലെത്തുന്നത് ലോകത്തിന്റെ ഏറ്റവും മികച്ച വിദ്യാർത്ഥികളാണ്. നാലുലക്ഷം വിദ്യാർത്ഥികളാണ് ബ്രിട്ടനിലുള്ളത്.

ഇതിൽ 30,000 പേർ ഇന്ത്യയിൽ നിന്നാണ്.

UK launches scholarships worth ₹10cr

Chennai: The UK has launched 370 scholarships worth ₹10 crore exclusively for Indian students. The scholarship amount is the largest ever allocated for India, and was announced on Friday as part of the ongoing campaign to bolster the country's global reputation.

The scholarships will be made available to Indian students applying to 260 UG and PG courses in engineering, law and business, art and design, biosciences and information technology in 36 UK universities. The scholarships will be tenable for the September 2014 and January 2015 student intakes.

Paul Sellers, south India director of British Council, said that a UK education exhibition will be held in Chennai on February 3. Representatives from 60 UK educational institutions will take part in the expo. TNN



ചെന്നൈയിൽ ഉണ്ടായ പീരിയറ്റിംഗ് തുടർച്ചയ്ക്കിടയിൽ നേതൃത്വം നൽകിയവർക്ക് സന്തോഷം പകർന്നു നൽകിയതായി പറയുന്നു. ഇതിൽ 30,000 പേർ ഇന്ത്യയിൽ നിന്നാണ്.



యూకేలో చదువుకోండి

అన్వయకర్త, స్టూడెంట్స్:

యునైటెడ్ కింగ్డంలోని పర్యటనలో చదువుకోవడానికి ముందుకు రావాలని స్టూడియో ట్రీట్ కౌన్సిల్ ఆనందం అంద్రాప్రాంత పిలుపునిచ్చారు. కుత్బుద్దీన్ సానిక్ ట్రీట్ కౌన్సిల్ ద్వారా ఏర్పాటు చేసిన విలేజ్ లుల సమావేశంలో గ్రేట్ ఎడ్యుకేషన్ కాంపెయిన్ ను లాంఛనంగా ప్రారంభించారు. ప్రపంచంలోని టాప్ టెన్ ఉత్తమ పర్యటనలో ట్రీట్, యూకేలకు చెందిన నాలుగు పర్యటిల్ స్థానం సంపాదించుకున్నాయన్నారు. యూకే పర్యటిల్ నాణ్యమైన విద్యను బోధిస్తున్నాయన్నారు. యూకేలో పొందిన డిగ్రీతో ప్రపంచ వ్యాప్తంగా గుర్తింపును సోచుకున్నాయన్నారు. యూకేలోని పర్యటిల్ ముఖ్యంగా భారతీయ విద్యార్థులకు తొలి అవకాశం అవుతున్నాయన్నారు. స్టూడెంట్ టీసాల నిబంధనలను గణనీయంగా తగ్గించి, టీసాల సంఖ్యను పెంచారు. ఇప్పుడు ఏ విద్యార్థి అయినా యూకే పర్యటిల్ రేరడం సులభతరం చేశామన్నారు. తమ పర్యటిల్ చదువుకుంటూనే వారంలోని అయిదు రోజుల్లో 20 గంటల పాటు ఎక్కువైనా పనిచేయవచ్చన్నారు. శని, ఆది వారాల్లో ఫుల్ టైంగా కూడా జాబ్ చేసే అవకాశాలు



గ్రేట్ స్కాలర్ షిప్స్ ప్రోగ్రాం-ఇండియా, గ్రేట్ కెరియర్స్ గైడ్ అనే పుస్తకాలను

అందిస్తున్న ఆంధ్రప్రాంత ప్రభుత్వం

కల్పించామన్నారు. భారత విద్యార్థులను ప్రోత్సహించేందుకు ఏటా ₹10 కోట్ల విలువైన ఉపకార వేతనాలు అందిస్తున్నాయన్నారు. ఫీల్డవరీ మొదటి వారంలో ఫూజె, హైదరాబాద్, డిల్లీ, చెన్నై నగరాల్లో నాల్గిది అక్ష గ్రేట్

పేరుతో ఒక ఎగ్జిబిషన్ ను నిర్వహిస్తున్నామన్నారు. ఈ ఎగ్జిబిషన్ లో యూకేలోని 81 ప్రముఖ పర్యటిల్ పాల్గొంటున్నాయన్నారు. 236 కోర్సులకు చెందిన అందరీ గ్రాడ్యుయేట్, పీజీ కోర్సులను తమ పర్యటిల్ లు బోధిస్తున్నాయి.

రీగుర్ని చేయాలనుకునే వారికి ప్రత్యేకమైన సదుపాయాలతో పాటుగా, వారి పరిశోధనలకు అవసరమైన ఆర్థిక గ్రాంటును కూడా అందిస్తున్నామన్నారు. డక్షిణ భారత ట్రీట్ కౌన్సిల్ డైరెక్టర్ పాల్ సెల్వర్ ప్రసంగిస్తూ యూకే పర్యటిల్ లు భారత విద్యార్థుల కోసం ఆసక్తిగా ఎదురు చూస్తున్నాయన్నారు. స్టూడెంట్ టీసాల ద్వారా యూకేకు ఏటా ₹15 కోట్ల ఆదాయం లభిస్తోందన్నారు. ఇందులో కొంత సొమ్మును భారత విద్యార్థులకు స్కాలర్ షిప్ లు రూపంలో అందిస్తున్నామన్నారు. ప్రపంచం అనంతరం వీరిద్దరూ గ్రేట్ స్కాలర్ షిప్స్ ప్రోగ్రాం-ఇండియా, గ్రేట్ కెరియర్స్ గైడ్ అనే రెండు పుస్తకాలను అందిస్తున్నారు. ఈ పుస్తకాలను ఎగ్జిబిషన్ వద్దే విద్యార్థులకు ఉచితంగా అందజేస్తున్నామన్నారు. ఈ సారి 50 వేల మంది భారతీయ విద్యార్థులు యూకేను తమ చదువు రీ స్థావరంగా ఎంచుకోనున్నారు చెప్పారు. డిసెంబర్ లో శామ్యు ఇతర నగరాల్లో నిర్వహించిన ఈ ఎగ్జిబిషన్ కు విద్యార్థుల సుందరి అనూహ్యమైన స్పందనలనిందించారు. ఇతర వివరాలకు sonu.hemannii @in.britishcouncil.org ను సంప్రదించాలని వారు కోరారు.

Scholarships to study in UK

YOUNG HANS TEAM

British Council on Tuesday announced that they will also offer around 370 scholarships worth almost 100 million rupees to 260 undergraduate and postgraduate courses ranging from engineering, law and business to art & design, biosciences and IT. Scholarships will be offered to September 2014 and January 2015 intakes. British Council also organised an education fair to create awareness about study in the UK. Held in Hyderabad, the fair saw

participation from 34 institutions from across England, Scotland, Wales and Northern Ireland. Students aspiring to study in the UK were informed on undergraduate, postgraduate and research programmes along with a peek into student life and culture there. The day-long exhibition also saw the UK Visas and Immigration stall managed by the officers of the British Deputy High Commission, Chennai. Along with answering questions related to immigration policies, the officials also delivered a seminar on student visas. Other seminars on subjects such as, management, IELTS, IT & engineering were also conducted. To apply for scholarship, log on to www.educationuk.org/in dia/ or mail at Chennai.enquiry@in.britishcouncil.org





British Council announces scholarship

TIMES NEWS NETWORK

Hyderabad: The British Council announced one of its biggest scholarship programmes entailing an expenditure of one million pounds, in the city on Tuesday. The scholarship programme, open to students from across India, available to 260 graduate and undergraduate courses in universities in England, Scotland, Wales and Northern Ireland. Tenable for September 2014 and January 2015, the scholarship will be offered

across various streams including engineering, law, arts and design and bio technology. "Now is the best time for Indian students to come to the UK for top quality edu-

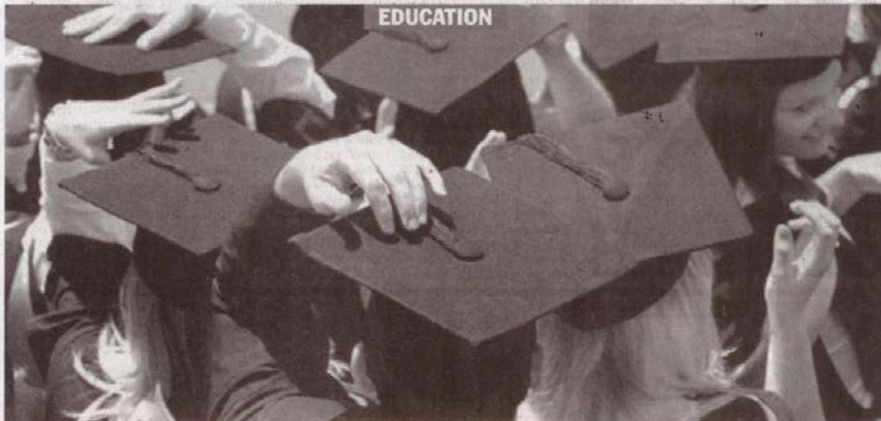
was held in the city on Tuesday.

Representatives from the University of North Hampton, University of East London, University of Bolton, among others were present at the fair.

To address the common queries of visa, entrance exams, representatives from 34 UK universities and the British Deputy High Commission were also present at the education fair. The British Council also launched the GREAT career guide which contains tips from Indian students studying in the UK.

EDUCATION FAIR HELD IN CITY

cation and cultural experience," said Ottolie Wekezer, regional director, services of International Education Marketing (South Asia), British Council. Wekezer was part of the GREAT campaign and exhibition which



Find help to study in UK

Studying abroad is no longer an uphill task and more young people are opting for their higher studies in different countries away from India. With scholarships available in various courses, it is much easier for students to go abroad for higher education. As a part of the GREAT Britain campaign, British Council launched the GREAT scholarship and GREAT career guide in Hyderabad on Tuesday. The largest ever scholarship programme for India with around 370 scholarships worth approximately ₹100 million for 260 undergraduate and postgraduate courses in England, this is aimed at helping Indians study in the UK.

British Council has launched a scholarship programme along with a career guide to assist students, through their GREAT Britain campaign



their education in the UK. Also, students are permitted to work while pursuing their higher studies, for 20 hours a week, and full time during holidays. The door is also open for them to work for up to three years after graduation, after which they may extend it," informed Wekezer.

A day-long exhibition was also organised to provide information on undergraduate, postgraduate or research programmes in the UK, apart from giving information to aspiring students and parents on student life and culture. Representatives from 34 UK universities and British Deputy High Commission were present at the exhibition on Tuesday.

Interested students can find out more about the programme and their eligibility for a scholarship by logging on to www.educationuk.org/india/.

"We are here to make the UK the preferred destination for Indian students aspiring to study abroad. It is an excellent time for students to get a taste of top quality education and a multicultural experience," said Ottolie Wekezer, regional director, Services of International Education Marketing (South Asia), British Council.

Pointing out that it is not very complicated for students to study abroad, Wekezer explained that the process is actually quite

straightforward. "It is actually pretty simple for any student to send in their application to study at a University in England. You just have to be organised and do your research. There is plenty of information available on the website regarding the application procedure. Also, we have counsellors who assist students with their application process," she said.

The 'GREAT Britain' campaign was launched in February 2012 and is a strategic international marketing programme designed to promote the UK to business, tourism and student markets across the world in order to enhance the country's global reputation.

"Scholarships are available for students starting their studies this September and for January 2015. The career guide will help students make informed choices regarding

Express Features



యూకేలో విద్యాభ్యాసం కోరేవారికి రూ. 10 కోట్ల స్కాలర్‌షిప్‌లు

హైదరాబాద్: బ్రిటన్‌లో ఉన్నత విద్యను అభ్యసించాలని భావించే వారికి గ్రేట్ స్కాలర్‌షిప్స్ పేరిట ఈ సంవత్సరం 10 కోట్ల రూపాయల స్కాలర్‌షిప్‌లను అందించనున్నట్లు బ్రిటిష్ కౌన్సిల్ రీజనల్ డైరెక్టర్ ఒట్టోలి వెజెజర్ తెలిపారు.



విద్యార్థుల సౌకర్యార్థం వివిధ నణ్ణెక్కులపై మంగళవారం నాడు ఇక్కడ జరిగిన ప్రత్యేక సెమినార్‌లో ఆయన పాల్గొన్నారు. పలు యూకే సంస్థలు తామందిస్తున్న వివిధ కోర్సుల గురించి రాష్ట్ర విద్యార్థులకు పరిచయం చేశాయి. మొత్తం 34 బ్రిటిష్ వర్సిటీలకు చెందిన ప్రతినిధులు పాల్గొన్న ఈ సెమినార్‌కు చెన్నై బ్రిటిష్ డిప్యూటీ హై కమిషనర్ కూడా పాల్గొన్నారు. ఈ సందర్భంగా ఒట్టోలి గ్రేట్ కెరీర్ గైడ్‌ను విడుదల చేశారు. అత్యుత్తమ విద్యను, సాంస్కృతిక అనుభూతులను యూకేలో పొందేందుకు ఇది సరైన తరుణమని, ఇండియాకు గ్రేట్ స్కాలర్‌షిప్ రావడం తనకు చాలా ఆనందంగా వుందని అన్నారు. ఇదే తరహా ఎగ్జిబిషన్‌ను ఈ నెల 6న పుణెలో నిర్వహిస్తున్నామని గ్రేట్ స్కాలర్‌షిప్ ప్రకటించింది. ప్రతియేటా 4 లక్షల మంది విదేశీ విద్యార్థులు బ్రిటన్ వచ్చి చదువుకునేందుకు తాము సహకరిస్తున్నామని, వీరిలో ఇండియా నుంచి 30 వేల మంది వరకూ వుంటారని సంస్థ ప్రతినిధి ఒకరు తెలిపారు.

Scholarships exclusively for Indians in UK

Chennai: The UK has launched 370 scholarships worth ₹10 crore exclusively for Indian students. The scholarship amount is the largest ever allocated for India.

The scholarships will be available to students applying to 260 undergraduate and post-graduate courses in engineering, law and business, art and design, biosciences and information technology in 36 UK universities. The scholarships will be tenable for the September 2014 and January 2015 student intakes.

There was a 25% decrease in the number of Indian students studying in UK universities in 2012-13 compared to the previous year. India is the UK's second largest source of international students, after China. TNN

'గ్రేట్' కెరీర్స్ గైడ్ ఆవిష్కరణ

బేగంపేట్, న్యూస్‌లైన్: ఉన్నత విద్య, ఉద్యోగ అవకాశాల్లో భారతీయ విద్యార్థులకు ఉపకరించేలా బ్రిటిష్ కౌన్సిల్ గ్రేట్ స్కాలర్‌షిప్ ప్రవేశపెట్టిందని ఇంటర్నేషనల్ ఎడ్యుకేషన్ మార్కెటింగ్ (డక్షిణ ఆసియా) రీజనల్ డైరెక్టర్ ఒట్టోలి వెజెజర్ చెప్పారు. యూకేలో అత్యున్నత విద్య, సాంస్కృతిక అనుభూతులను పొందేందుకు ఇది విద్యార్థులకు లభించిన అవకాశంగా పేర్కొన్నారు. బేగంపేట్‌లోని హోటల్ తాజ్‌విప్లెంతాలో మంగళవారం బ్రిటిష్ కౌన్సిల్ ఆధ్వర్యంలో గ్రేట్ కెరీర్ గైడ్ పేరిట ఎడ్యుకేషన్ ఫెయిర్‌ను నిర్వహించారు. ఈ సందర్భంగా ఆమె కెరీర్ గైడ్‌పై విలేకర్లతో మాట్లాడారు. యూకేలో ఉన్నత చదువులకు వెళ్లాలనుకునే ప్రతిభావంతులైన యువత లక్ష్యాలకు అనుగుణంగా స్కాలర్‌షిప్ కార్యక్రమం ప్రారంభించామన్నారు. స్కాలర్‌షిప్‌లో 1 మిలియన్ విలువగల 370 స్కాలర్‌షిప్‌లు 260 రకాల కోర్సులకు అందజేస్తామన్నారు.



పుస్తకాన్ని ఆవిష్కరిస్తున్న ఒట్టోలి
 యూకేలో చదువుకోవాలనుకున్నవారు educationuk.org/india/ వెబ్‌సైట్‌లో సమాచారాన్ని పొందవచ్చున్నారు. ఎడ్యుకేషన్ ఫెయిర్‌లో 34 యూనివర్సిటీల ప్రతినిధులు పాల్గొన్నారు. విద్యార్థులకు విదేశీ వీసా, స్కాలర్‌షిప్, ఉద్యోగ అవకాశాల వంటి పలు అంశాలపై అవగాహన కల్పించారు.



విదేశాల్లో చదువుకునే విద్యార్థులకు బ్రిటిష్ కౌన్సిల్ స్కాలర్షిప్స్

గ్రేట్ కెరీర్ గైడ్ ఆవిష్కరణ

బేగంపేట, ఫిబ్రవరి 4 (టీ మీడియా) : యూకేలో విద్యనభ్యసించాలని ఆదాపడే ప్రతిభావంతులైన విద్యార్థులను ప్రోత్సహిస్తూ వారు ఎంచుకున్న రంగంలో విద్యను అందించే దిశగా, వారికి అవసరమైన సౌకర్యాలను కల్పించి విదేశాల్లో విద్యావకాశాలను సమకూరుస్తూ ముందుకు సాగుతున్నామని బ్రిటిష్ కౌన్సిల్ రీజినల్ డైరెక్టర్, సర్వీసెస్ ఆఫ్ ఇంటర్నేషనల్ ఎడ్యుకేషన్ మార్కెటింగ్ సౌత్ ఆసియా ఒట్టోలీ వెకెజెర్ అన్నారు. బేగంపేటలోని తాజ్ వివాంత హోటల్లో మంగళవారం జరిగిన సమావేశంలో తమ సంస్థ ఆధ్వర్యంలో భారతీయ విద్యార్థులకు యూకే, ఇంగ్లాండ్, స్కాట్లాండ్, ఉత్తర ఇరాన్డ్తోపాటు ప్రపంచవ్యాప్తంగా ఉన్న యూకేకు చెందిన 34 యూనివర్సిటీల్లో విద్యావకాశాలను కల్పిస్తూ వారికి అవసరమైన స్కాలర్షిప్లను అందించేందుకు



గ్రేట్ కెరీర్ గైడ్ను ఆవిష్కరిస్తున్న ఒట్టోలీ వెకెజెర్

ముందుకు వచ్చినట్టు ప్రకటించారు. విదేశాల్లో విద్యను అభ్యసించేందుకు అవసరమైన సూచనలతో కూడిన గ్రేట్ కెరీర్ గైడ్ను ఈ సందర్భంగా ఆవిష్కరించారు. వివిధరకాల 34 స్కాళ్లను ఏర్పాటు చేసి విద్యార్థులకు వివరించారు.

భారతీయ విద్యార్థుల కోసం బ్రిటన్ స్కాలర్షిప్స్

ఉన్నత విద్య కోసం భారతీయ విద్యార్థులను ఆకర్షించేందుకు బ్రిటన్ 10 కోట్ల రూపాయల విలువ గల 370 స్కాలర్షిప్లను ప్రారంభించింది. గ్రేట్ బ్రిటన్ ఎడ్యుకేషన్ క్యాంపెయిన్లో భాగంగా భారతదేశంలోని పలు నగరాల్లో ఎడ్యుకేషన్ ఫెయిర్ను నిర్వహించి ఈ వివరాలు చెబుతున్నారు. ఫిబ్రవరి 4న హైదరాబాద్లోని తాజ్ వివాంతలో ఈ ఫెయిర్ను నిర్వహించారు. యూకే అందించే ఈ 370 స్కాలర్షిప్లలో 260 అండర్ గ్రాడ్యుయేట్, పోస్ట్ గ్రాడ్యుయేట్వి ఉన్నాయి. యూకేలోని 36 యూనివర్సిటీల్లోని లా, ఇంజనీరింగ్, బిజినెస్, డిజైన్, బయోసైన్స్, ఇన్ఫర్మేషన్ టెక్నాలజీ తదితర కోర్సులు చదివే విద్యార్థులు వీటికి దరఖాస్తు చేసుకోవచ్చు. 2014 సెప్టెంబర్, 2015 జనవరి అడ్మిషన్లకు మాత్రమే ఈ స్కాలర్షిప్స్ వర్తిస్తాయని బ్రిటిష్ కౌన్సిల్ సర్వీసెస్ ఆఫ్ ఇంటర్నేషనల్ ఎడ్యుకేషన్ మార్కెటింగ్(దక్షిణాసియా) రీజినల్ డైరెక్టర్ ఒట్టోలీ వెకెజెర్ చెబుతున్నారు.

చదువుకునే సమయంలో వారానికి 20 గంటలు పనిచేసుకునే అవకాశం, సెలవుల్లో పూర్తిగా పనిచేసుకునే అవకాశం ప్రస్తుతం యూకే విద్యార్థులకు ఉందని వెకెజెర్ అంటున్నారు. గ్రాడ్యుయేషన్ లేదా పోస్ట్ గ్రాడ్యుయేషన్ పూర్తయిన తరువాత 20000 పౌండ్ల

ఖర్చు అవుతుంది. అకామిడేషన్, ఇతర ఖర్చు దాదాపుగా నెలకు వేయి పౌండ్ల వరకు ఉంటుంది. వీటికి సంబంధించిన పూర్తి వివరాల కోసం [http:// www.educationuk.org/india](http://www.educationuk.org/india) వెబ్సైట్ చూడొచ్చు. సబ్జెక్టులు, ఇన్స్టిట్యూట్ల రివ్యూల కోసం www.unistats.ac.uk వెబ్సైట్ చూడొచ్చు. రీసెర్చ్ రేటింగ్ల కోసం www.rae.ac.uk వెబ్సైట్ చూడొచ్చు.



ఉంటారు. వీసా నిబంధనలు మారడం, అంతర్జాతీయంగా మారకంలో రూపాయి విలువ పడిపోవడం వల్లనే ఈ తగ్గుదల నమోదై ఉండవచ్చని, తాజా స్కాలర్షిప్లతో అడ్మిషన్లు మళ్ళీ సాధారణ స్థాయికి రావచ్చని బ్రిటిష్ కౌన్సిల్ భావిస్తోంది. అయితే వీసా నిబంధనలు కఠినతరం చేస్తూ ఉండడం, కోర్సు తరువాత వర్క్పర్మిట్ అవకాశాలు తగ్గిపోవడంతో బ్రిటన్ వెళ్లేందుకు ఆసక్తి చూపడం లేదని విద్యార్థులు చెబుతున్నారు.

కంటే ఎక్కువ జీతం ఉండేవారికి మూడు సంవత్సరాల వర్క్పర్మిట్ ఉంటుంది. బ్రిటన్లో గ్రాడ్యుయేషన్ చేయడానికి కోర్సులుట్టి 9000 పౌండ్ల నుంచి 15000 పౌండ్ల వరకు