

**Post-event report for**  
**Education UK exhibition – India, February 2016**

<b>Chennai</b>	<b>06 February 2016</b>
<b>Bangalore</b>	<b>07 February 2016</b>
<b>Hyderabad</b>	<b>09 February 2016</b>
<b>Pune</b>	<b>11 February 2016</b>
<b>Kochi</b>	<b>13 February 2016</b>
<b>Coimbatore</b>	<b>13 February 2016</b>

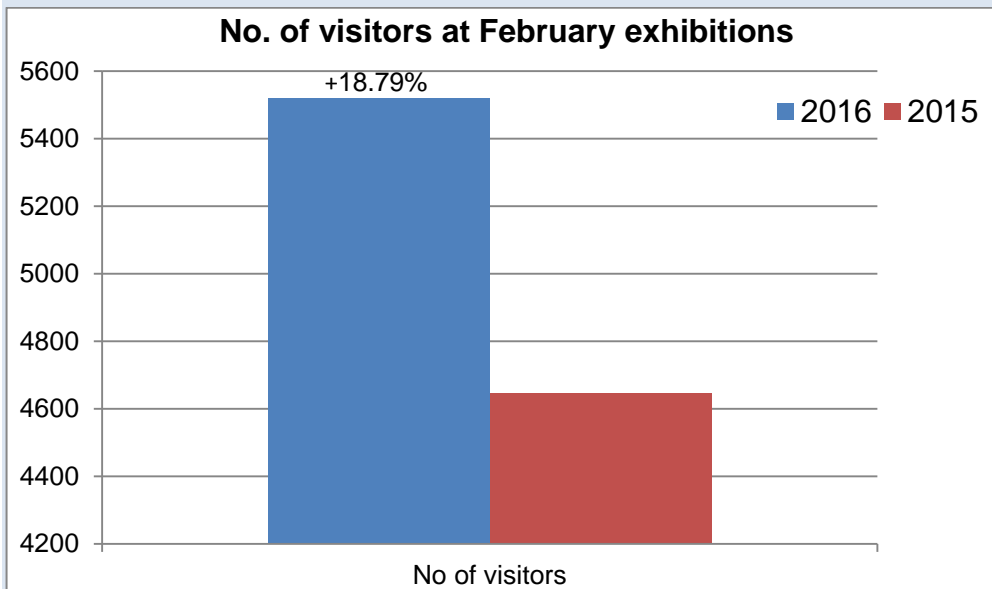
## Introduction

The Education UK exhibitions in India are conducted every year in November and February to showcase to local students the wide range of study opportunities available in the UK, student life and the post study career prospects that exist globally with a UK degree.

The exhibitions provide UK institutions a platform for recruitment, brand building and also help the institutions develop and strengthen links with local education providers.

The Education UK exhibition February 2016 was held from 06 to 13 February 2016; travelling to Chennai, Bangalore, Hyderabad, Pune, Kochi and Coimbatore. The exhibition attracted 5518 visitors across the six cities.

**The exhibition footfall recorded an increase of 18.79% in the number of visitors as compared to the last February exhibition.**



The exhibition began with an All India market briefing in Chennai which provided the delegates with an overview of the current Indian education market, an update on exhibition logistics and concluded with a talk by Mr. [Mahesh Murthy](#) on 'How digital changes the rules of life and business'. The session was enjoyed by most delegates as 76% delegates gave positive feedback that the digital talk was 'Good' and informative. There were interesting questions directed to the speaker during the session like 'how startups make money', 'how WhatsApp earns its income' etc. Additionally British Council facilitated the recently returned UK alumni who were awarded a GREAT scholarship for the 2014 intake through a certification ceremony. The evening came to an end with a networking dinner reception with local education contacts.

The exhibitions in Chennai, Bangalore and Pune have been running for more than a decade while we went back to Hyderabad with an exhibition after a gap of a year. We were reintroducing the exhibition in the Hyderabad market after a gap hence we limited the recruitment to a fewer number of UK institutions i.e. 31 UK institutions as compared to the previous exhibition held in 2014. This was the second consecutive year for the exhibitions held in Kochi and Coimbatore.

At the February exhibitions, we continued to offer the 'Career focused seminars'; which were introduced for the first time at the November 2015 exhibitions. These seminars were delivered by UK institutions in Chennai, Bangalore, Hyderabad and Pune on subject specific career oriented topics like 'Careers in Management/Engineering with a UK degree', Global opportunities with career in STEM courses' among others.

We also introduced an innovative experience for students through 'psychometric testing', this was available for all student visitors at the Chennai and Bangalore Exhibitions and included a 30 minute aptitude test to be undertaken either in advance or at the exhibition venue. The results led to identification of subject interests for the student post which they met the relevant UK institution that offered courses in the respective subject areas. Once they knew their subject interests, students met the relevant UK institution that offered courses in the subject areas of their choice.

We invited officers from UK Visas and Immigration (UKVI) to deliver seminars and speak to students directly at the dedicated UKVI stall at the exhibitions in all cities except Kochi and Coimbatore. Like the November exhibition, Natasha Woolcoombe, Regional Communications Manager South and Southeast Asia delivered a session on 'a post peak season Tier 4 visa' in Chennai before the start of the February leg of the exhibitions. In addition to the session, Natasha discussed Tier 4 student visas related concerns raised by the delegates.

SIEM South Asia launched an [EducationUK Scholarship Booklet](#) specifically designed for students in the South Asia region, with special versions for each country. The booklet for India contained a vast range of scholarships and bursaries on offer for Indian students interested to apply for higher studies in the UK and showcased both general UK scholarships and bursaries as well as departmental and University or Institution level scholarships on offer for Indian students. Scholarships from more than 45 UK institutions worth 12 million GBP were promoted in this booklet. These booklets were distributed to all students that came at the Education UK exhibitions in all six cities. The exhibitions were the most appropriate platform to promote these scholarships as a substantial percentage of students request scholarship advice at the exhibitions. We plan to promote these scholarships at all face to face events and via online and social media platforms managed by British Council in India.

The [GREAT scholarships India guide 2016-17](#) was also given to each student that attended the exhibitions across all six cities.

291 new scholarships worth over £1.5 million, in partnership with 45 Universities are being offered for the 2016 intake. There are 59 undergraduate and 232 postgraduate scholarships for a range of courses from engineering to law to art and design across the UK.

We continued with our effort to reduce carbon foot print and introduced 'QR codes for Institution prospectuses' at February exhibitions as well, and this allowed students to scan the QR code at the entrance of the exhibitions and download the prospectuses of institution of their choice on their respective mobile phones. We also continued to have a video wall at each exhibition venue that displayed videos sent by UK institutions in a loop. This provided a virtual tour of the student life in the UK to all visitors. The option of 'branded back panels' was offered in cities of Hyderabad, Kochi and Coimbatore.

The November and February exhibitions had two sponsors - Qatar Airways and Student.com. While Qatar Airways was present in all cities and spoke to students about discounted flights to the UK, Student.com was present in Delhi and Mumbai. They are an online accommodation portal which aims to help students find cheap and safe accommodation in the UK. We also had representation from IELTS and Chevening Scholarship teams across all exhibition cities.

A photo opportunity was created for media and a combined value of all scholarships was announced that included the Chevening Scholarships, GREAT Scholarships and Commonwealth Scholarships.

City wise highlights of the media interactions and press articles generated is as below:

<b>City</b>	<b>Media Interactions</b>	<b>Articles Generated</b>
Chennai	22	17
Bengaluru	11	23
Hyderabad	16	24
Pune	17	15
Kochi	N/A	14
Coimbatore	N/A	17
<b>Total</b>	<b>66</b>	<b>110</b>

This report will provide an insight on the visitor profile, subject areas of interest, enquiry trends and the marketing activities that were undertaken to promote the exhibitions. The findings of this report will help UK institutions consolidate recruitment opportunities in India.

**This report includes:**

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Appendix: **List of exhibitors, details of print and outdoor publicity, photographs at the exhibitions, snapshot of the coverage** - Page 34 onwards

## Highlights

A number of seminars were held on the following topics:

**Chennai**

SEMINAR TOPIC	No. of attendees
Global opportunities with career in STEM	55
Employment opportunities for international students in a "Globalised Investment Industry"	50
Student visas	75
Careers in Management with a UK degree	43
IELTS	65

**Bangalore**

SEMINAR TOPIC	No. of attendees
Careers in IT and Engineering with a UK degree	42
Careers in Fashion Management	16
Student visas	86
Future Leaders for the Business World	47
IELTS	37
Global opportunities with career in STEM	15

**Hyderabad**

SEMINAR TOPIC	No. of attendees
Careers in Computing	53
Student visas	89
IELTS	46

**Pune**

SEMINAR TOPIC	No. of attendees
Future Leaders for the Business World	66
Careers in Engineering with a UK degree	60
Student visas	77
Careers in IT and Computing with a UK degree	27
IELTS	30

**Summary of the exhibition logistics and number of attendees**

Venue	Taj Coromandel – Chennai Saturday 6 February 2016
Opening hours	1400 to 1900 hours
Number of attendees	1687

Venue	Vivanta by Taj - Bangalore Sunday 7 February 2016
Opening hours	1400 to 1900 hours
Number of attendees	1121

Venue	Vivanta by Taj – Hyderabad Tuesday 9 February 2016
Opening hours	1400 to 1900 hours
Number of attendees	617

Venue	Le Meridien - Pune Thursday 11 February 2016
Opening hours	1400 to 1900 hours
Number of attendees	1231

Venue	Taj Gateway - Kochi Saturday 13 February 2016
Opening hours	1300 to 1800 hours
Number of attendees	471

Venue	The Residency Towers- Coimbatore Saturday 13 February 2016
Opening hours	1200 to 1700 hours
Number of attendees	391

**Comparison of visitor numbers from last year's exhibition...**

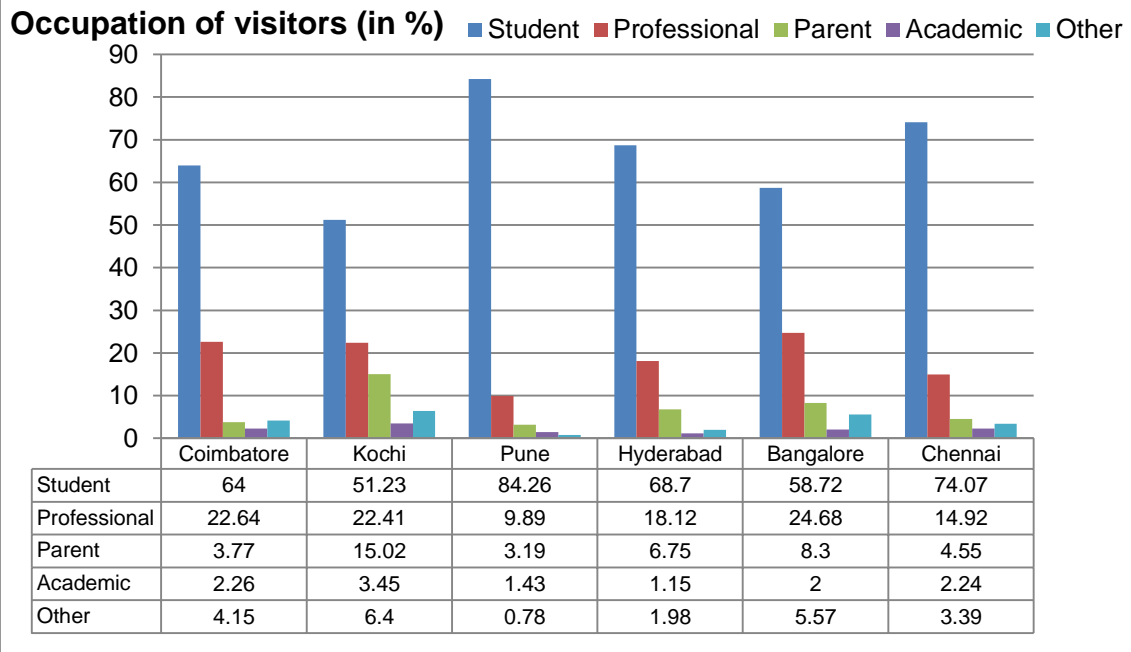
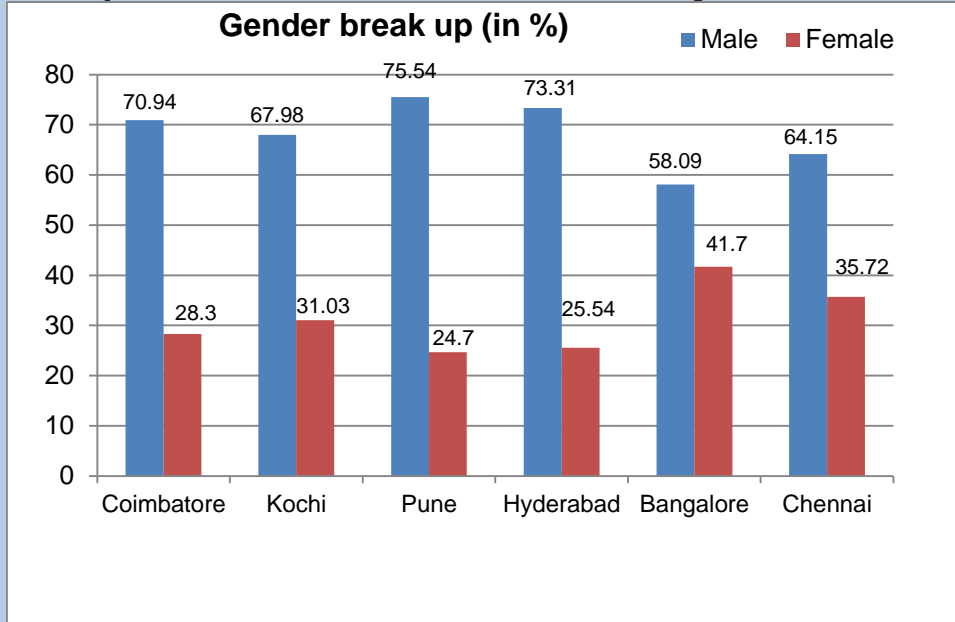
Year	2015	2016
Number of visitors	4656	5518

**The visitor numbers show an increase of 19% from last year's numbers which highlight the continuing interest in UK education in India**

This year we re-introduced the exhibition in Hyderabad after a gap of one year. The last exhibition in Hyderabad was held in February 2014 with 1011 students.

Visitors' profile

February 2016 exhibition: Visitor Profile from Visitor Registration Data:



**Student registration data - Level of study ( in %)**

	Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore
Undergraduate	20	22	16	21	12	17
Postgraduate	46	40	40	30	29	28
Postgraduate MBA	14	13	25	38	39	43
Learn English	3	2	2	2	1.27	2
Boarding School	0	0	1	0	0	0
Short Course(s)	3	4	2	3	4	3
Pre-university academic (e.g. A-Levels, IB)	3	4	3	2	2	2
Professional Award/Employment related qualifications (e.g. ACCA)	5	5	7	3	7	3

**Student registration data - Top ten subjects of study**

	Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore
Agriculture and related subjects	2%	2%	2%	2%	2%	2%
Applied and Pure Sciences	5%	7%	6%	5%	5%	5%
Architecture, Building and Planning	2%	1%	2%	3%	1%	1%
Business and Administrative Studies	12%	14%	13%	17%	10%	17%
Computer and Mathematical Science	7%	6%	9%	6%	7%	6%
Creative Arts and Design	7%	5%	4%	4%	3%	3%
Education and Training	3%	2%	4%	3%	3%	3%
Engineering and Technology	22%	16%	20%	14%	14%	23%
Health and Medicine	8%	7%	7%	4%	8%	9%
Humanities	4%	6%	4%	4%	5%	2%
Law	4%	3%	3%	5%	5%	3%
MBA	14%	11%	20%	27%	30%	22%
Social Studies and Communications	4%	3%	3%	4%	1%	3%
Travel, Tourism and Hospitality	2%	2%	3%	2%	4%	1%



**Student registration data -Country of study students are interested in**

	Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore
Australia	10%	9%	12%	9%	12%	9%
Canada	9%	8%	10%	10%	13%	10%
China	1%	1%	1%	1%	1%	1%
France	5%	4%	4%	2%	3%	2%
Germany	8%	9%	8%	8%	6%	8%
Italy	2%	2%	2%	1%	2%	1%
Japan	1%	1%	1%	1%	1%	1%
Malaysia	2%	1%	1%	2%	1%	2%
Netherlands	3%	3%	2%	3%	2%	3%
New Zealand	3%	4%	3%	5%	8%	5%
Others	2%	6%	1%	1%	1%	1%
Singapore	8%	6%	4%	8%	5%	8%
Spain	2%	2%	1%	1%	1%	1%
Taiwan	0%	0%	0%	0%	0%	0%
UK	28%	29%	35%	32%	33%	32%
US	15%	15%	15%	14%	11%	14%

**Student registration data -Sources of information about the exhibition**

	Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore
Newspapers	32%	28%	63%	29%	46%	22%
British Council	21%	15%	11%	21%	4%	4%
Email	2%	3%	1%	1%	0%	0%
Fliers	0%	0%	0%	0%	0%	0%
Friend and relative	12%	10%	7%	4%	3%	4%
Internet	5%	6%	8%	3%	6%	4%
Others	12%	25%	6%	37%	40%	63%
Poster	2%	3%	1%	1%	0%	0%
Radio, TV	2%	3%	1%	2%	0%	1%
University, Teacher	10%	7%	1%	1%	0%	1%

**Student registration data -Sources of funding**

	Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore
Self / Family / Relatives / Friends	59%	54%	65%	86%	84%	92%
Company / Organisation	1%	1%	0%	4%	0%	1%
Scholarship	24%	15%	14%	8%	10%	
Others	15%	30%	21%	2%	6%	2%

**Of the total visitors, maximum belonged to the age group 21 to 30 years followed by visitors in age group 11 to 20 years**

**This year there was a mix of visitor population that visited the exhibitions- 84% in Pune, 74% in Chennai, 68% in Hyderabad, 64% in Coimbatore were existing students. While interestingly 24% visitors in Bangalore, 18% in Hyderabad and 14% in Chennai were**

**The exhibitions in Chennai, Bangalore and Hyderabad had more than 40% students interested in studying at PG level, over 12% interested in studying an MBA programme while a little over 20% were interested in studying for an UG degree. While in Pune – more than 35% students were interested in studying for an MBA programme and 30% were interested in studying a PG degree. In second tier cities of Kochi and Coimbatore nearly 40% students were interested in studying an MBA programmes**

**Across all exhibition cities - Engineering, MBA and Business/Administrative courses topped the list of courses students would choose to study in the UK. While in cities of Kochi and Coimbatore the ratio of students choosing MBA programmes were higher as compared to other exhibition cities.**

**The demand for ‘scholarships’ was observed to be highest in the city of Chennai**

**Australia, Canada, USA were the common countries most students chose as the country of choice other than UK. Germany seemingly is becoming popular as 8% students chose Germany as well.**

**The highest percentage of students that got to know about the exhibitions via newspaper promotion were in the cities of Hyderabad with 68% and Kochi with 45%**

## Marketing

The Education UK February exhibitions were promoted widely to create awareness and generate interest for prospective students to attend the exhibitions and ensure maximum participation from the right audiences.

Promotion was done via print advertising and online engagement.

**Print advertising:** a total of 71 adverts were released across 41 newspapers (combination of main + supplement) across the six exhibition cities. Details of city wise print media plan and outdoor promotion is available in annexure on page no 27

Additionally, media interactions were arranged before the exhibitions via press briefings and one-on-one interviews with senior staff of British Council.

**Summary of press engagement:**

<b>Press Briefings and One-on-One Interviews Press Releases and Media Invites</b>	<b>87</b> Connected Media	<b>66</b> Media Interactions
	<b>110</b> Articles generated	<b>77</b> Print articles <b>30</b> Online articles <b>3</b> Broadcast clips

- A total of **110 news impressions** were achieved:
  - This included 22 mainline clips, 8 financials clips and 47 regional clips, 3 broadcast news and 30 online impressions.

**CITY-WISE HIGHLIGHTS**

City	Media Attendance (Number of publications/channels)	Articles Generated
Bengaluru	11	23
Chennai	22	17
Hyderabad	16	24
Pune	17	15
Kochi	N/A	14
Coimbatore	N/A	17
<b>Total</b>	<b>66</b>	<b>110</b>

**Online Engagement**

The online audiences were engaged via Facebook and Twitter. Facebook promotions were carried out on the British Council India page and the global Education UK page. Each social update had a Call To Action urging the audience to register for the event.

A brief summary of the Facebook, Google and Twitter promotions are provided as below.

How the overall campaign worked:

**Online:**

On **Education UK Facebook page** the following activities were undertaken:

- **Promoted posts – Geo targeted city specific**

Following are a few examples of city specific promoted posts:



- The social posts on Facebook organically reached out to 116,737 people and received 10,625 engagements by serving 173,725 impressions
- Two social posts were promoted on Facebook that reached out to 63,472 people and received 9,086 engagements by serving 82,563 impressions

Promotions through hoardings and newspaper adverts:



Images of newspaper print adverts

The alumni videos posted to promote education in the UK served a total of 41,111 impressions, reaching out to 27,372 people.

The testimonial video of parents from the November leg of exhibitions fared the best in terms of maximum 30-second views (169) by reaching out to more than 8,000 people and serving close to 13,000 impressions

The video with Ruchita Madhok saw a reach of 7,893 and a total of 22 engagements on the page. The total maximum 30-second views on the video were 162, while the next best performing student testimonial received just 40 30-second views.

### Twitter



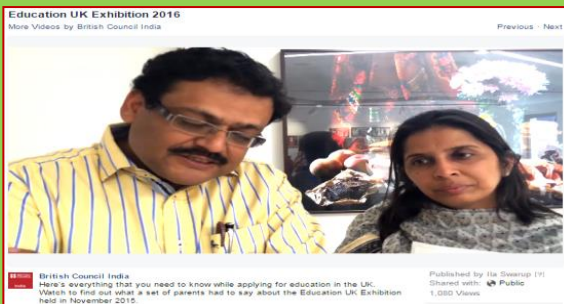
- The event hashtag (#EDUKEX2016) garnered more than 550,000 impressions through tweets published during the events in 5 cities
- 12 tweets that were published before the events received a total of 28 retweets
- The handle @inBritish saw a total of 87 mentions through this event's promotion

## Micro-Targeting through Facebook (third party)

### City-wise Performance

- By Geo-Targeting students and parents across the venue cities, a total of more than 8.5 million impressions were delivered about the exhibitions.
- More than 120,000 clicks were directed to the registrations page through this campaign.
- 

Platform	Venue City	Impressions	CTR
Facebook	Chennai	1,321,102	0.86%
	Bangalore	1,689,724	1.65%
	Hyderabad	2,179,222	1.55%
	Pune	1,753,338	1.91%
	Kochi	865,188	1.17%
	Coimbatore	819,922	1.20%
<b>TOTAL</b>		<b>8,628,496</b>	<b>1.47%</b>



## Sources of information about the exhibition for local students:

	Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore
Newspapers	32%	28%	63%	29%	46%	22%
British Council	21%	15%	11%	21%	4%	4%
Email	2%	3%	1%	1%	0%	0%
Fliers	0%	0%	0%	0%	0%	0%
Friend and relative	12%	10%	7%	4%	3%	4%
Internet	5%	6%	8%	3%	6%	4%
Others	12%	25%	6%	37%	40%	63%
Poster	2%	3%	1%	1%	0%	0%
Radio, TV	2%	3%	1%	2%	0%	1%
University, Teacher	10%	7%	1%	1%	0%	1%

## Promotion through Google Search

- Promotion through Google search worked best in cities of Bangalore, followed by Chennai and Hyderabad
- The keyword 'education fair' received the maximum impressions following by 'university in uk' and 'education in uk'.

Platform	Venue City	Impressions	CTR	Clicks
Google Search	Chennai	3,028	6.47%	196
	Bangalore	3,567	3.73%	133
	Hyderabad	2,996	3.34%	100
	Pune	2,024	3.90%	79
	Kochi	575	4.87%	28
	Coimbatore	402	3.23%	13
<b>TOTAL</b>		<b>12,592</b>	<b>4.36%</b>	<b>549</b>

## Promotion through Paid Media Channels

- Through Audience Buying in the Education Vertical (Cadreon), banners were targeted to undergraduates, postgraduates and working professionals in the venue cities for the exhibitions
- By serving a total of 1 million impressions, more than 4,200 clicks were directed to the campaign page. The CTR delivered was 0.42% as compared to the benchmarked estimate of CTR 0.25%.
- On Google Display Network more than 3 million impressions were served, resulting in more than 10,000 clicks to the registrations page



## Visitor's Feedback

February 2016 - Visitor Feedback analysis (in %)								
		Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore	Average
<b>1</b>	<b>Did you get all the information you were seeking</b>							
	Yes	91	92	86	84	91	94	90
	No	9	7	13	16	9	6	10
	Blank	0	1	1	0	0	0	0
<b>2</b>	<b>(A) Will you be making an application to UK now</b>							
	Yes	54	56	52	46	48	51	51
	No	40	39	40	54	46	44	44
	Blank	6	5	8	0	5	4	5
<b>2</b>	<b>B If no, when do you plan to study in the UK?</b>							
	Next year	25	23	34	14	35	25	26
	2 years	15	16	9	21	13	15	15
	3 years	5	8	5	6	7	9	7
	5 years	3	1	0	3	1	1	2
	Uncertain	8	4	7	10	6	6	7
	unfilled	45	48	45	0	38	44	37
<b>3</b>	<b>The extent to which you agree or disagree with each of the following statements</b>							
<b>A</b>	<b>The Exhibition met my expectations</b>							
	Strongly Agree	28	23	23	25	29	24	25
	Agree	61	67	63	61	59	59	62
	Neither	8	6	9	8	9	10	8
	Disagree	2	2	2	3	2	3	2
	Strongly disagree	0	1	2	3	1	2	2
	Blank	1	1	1		1	2	1

	Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore	Average
<b>B Your perception of the attractiveness of the UK as a place to study?</b>							
0 (not at all)	0	2	2	2	3	1	2
1	1	1	1	0	2	0	1
2	1	1	2	3	1	3	2
3	2	2	2	4	4	3	3
4	4	4	4	4	5	3	4
5	11	8	11	8	12	16	11
6	11	10	10	14	11	9	11
7	15	21	15	17	18	20	18
8	20	19	21	15	17	21	19
9	15	13	10	16	10	9	12
10 (increased very much)	16	16	14	17	10	15	15
Blank	4	3	9	0	6	1	4
<b>C Your intention to study/have your child study in the UK?</b>							
0 (not at all)	2	4	4	4	2	3	3
1	1	1	1	1	1	1	1
2	1	1	2	2	3	2	2
3	3	1	3	3	5	3	3
4	5	2	2	3	4	4	3
5	9	8	9	11	12	8	10
6	10	8	10	10	9	9	9
7	13	18	12	22	13	11	15
8	18	16	13	20	16	18	17
9	12	14	10	13	11	14	12
10 (increased very much)	18	19	18	11	14	15	16
Blank	9	9	15	0	10	13	9

		Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore	Average
<b>5</b>	<b>Rate the quality of service/s you have received</b>							
	Excellent	36	30	22	35	29	34	31
	Good	54	59	65	51	56	58	57
	Average	7	9	8	14	13	5	9
	Bad	0	0	0	0	0	0	0
	Very Bad	1	1	1	0	1	0	1
	Blank	2	2	4	0	2	3	2
<b>6</b>	<b>Have you taken part in any of the following activities organised by the British Council in the last 12 months?</b>							
	Education UK exhibition	18	12	13	13	13	7	13
	IELTS	13	13	17	22	11	14	15
	Education UK briefing	3	4	1	6	2	2	3
	No	54	61	53	59	59	59	58
	Others	3	2	2	0	0	3	2
	Blank	9	8	14	0	14	15	10
<b>7</b>	<b>Did you take the Psychometric test?</b>							
<b>A</b>	Yes	22	NA	NA	NA	NA	NA	NA
	No	34	NA	NA	NA	NA	NA	NA
	Didn't know about the Psychometric Test	33	NA	NA	NA	NA	NA	NA
	Unfilled	12	NA	NA	NA	NA	NA	NA
<b>7</b>	<b>B How was your overall experience?</b>							
	Excellent	18	NA	NA	NA	NA	NA	NA
	Good	51	NA	NA	NA	NA	NA	NA
	Average	7	NA	NA	NA	NA	NA	NA
	Bad	0	NA	NA	NA	NA	NA	NA
	Very Bad	0	NA	NA	NA	NA	NA	NA
	Unfilled	23	NA	NA	NA	NA	NA	NA

		Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore
<b>8</b>	<b>Did you find the QR codes useful</b>						
	Strongly agree	16	12	14	11	7	10
	Agree	47	46	50	51	51	42
	Neither	22	23	13	30	17	25
	Disagree	3	4	1	7	2	3
	Strongly Disagree	1	2	0	1	3	1
	unfilled	12	13	22	0	20	20
<b>9a Did you attend any of the career based subject based seminars?</b>							
<b>A</b>	Yes	30	41	57	55	NA	NA
	No	58	50	29	45	NA	NA
	Unfilled	12	9	14	0	NA	NA
<b>9b Did you find the seminars useful?</b>							
	Extremely useful	9	6	10	16	NA	NA
	Useful	30	23	42	23	NA	NA
	Average	6	9	8	14	NA	NA
	Bad	1	2	0	2	NA	NA
	Very bad	0	1	0	0	NA	NA
	Blank	54	60	40	0	NA	NA
<b>10 Recommend British Council to family/friends</b>							
	0 (very unlikely)	0	1	0	2	1	0
	1	1	1	1	1	2	1
	2	1	1	1	1	1	1
	3	1	3	1	3	1	2
	4	3	3	4	5	5	3
	5	8	6	8	8	10	6
	6	0	6	6	19	8	9
	7	14	14	12	15	11	11
	8	16	19	14	14	15	18
	9	17	15	13	13	14	13

- More than 50% students found the QR codes display very useful.
- Nearly 60% students gave feedback that the exhibition was very useful – highest being in cities of Pune and Bangalore
- Nearly 50% students claimed that they were interested in making an application to study in the UK this year, highest being in cities of Bangalore and Chennai
- An average of 85% visitors mentioned that they received all information they were seeking from the exhibitions.

## Exhibitor's Feedback

Exhibitors feedback analysis - Feb 2016 exhibition (in %)								
		Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore	Average
<b>1</b>	<b>How would you rate the duration of the event</b>							
	Too long	0	3	9	5	5	5	5
	Just right	94	92	91	95	89	89	92
	Too short	3	0	0	0	0	0	1
	Ideal duration	2	0	0	0	0	6	1
	Blank	1	5	0	0	5	0	2
<b>2</b>	<b>What were your objectives for coming</b>							
	Recruitment	24	12	18	26	5	16	17
	Profile Raising	6	8	3	10	0	11	6
	Both	49	65	58	64	68	63	61
	Blank	22	15	21	0	26	11	16
<b>3</b>	<b>Maximum queries at your stand were - in numbers</b>							
<b>(A)</b>	1 to 50	37	34	39	41	32	47	38
	50-100	19	33	24	57	16	26	29
	100-150	9	3	3	2	0	5	4
	150-200	3	0	0	0	0	0	1
	200-250	2	0	0	0	0	0	0
	250+	1	0	0	0	0	0	0
	Unfilled	29	30	33	0	53	21	28

		Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore	Average
<b>3</b>								
<b>B</b>	<b>Maximum queries at your stand were - for what subjects</b>							
	Agriculture / Agronomy	1	0	1	0	0	3	1
	Art / Culture	1	1	3	5	0	0	2
	Comp Science / IT Telecommunication	11	9	17	15	6	15	12
	Education	1	1	0	10	0	0	2
	Environment And Natural Resources	1	1	0	0	2	0	1
	Humanities / Social Sciences	0	1	1	3	2	0	1
	Law	2	9	5	18	9	3	8
	Medicine / Health	8	6	1	10	4	3	5
	Political Sciences	1	1	3	3	0	0	1
	Religion & Theology	0	0	0	0	0	0	0
	Tourism & Hotel Mgmt / Gastronomy	1	2	3	0	0	0	1
	Applied Sciences	1	3	3	0	2	0	2
	Architecture / Urban Planning	5	5	0	15	4	0	5
	Business / Economics / Management	21	17	20	59	17	33	28
	Cuisine / Culinary	1	0	3	0	2	3	2
	Engineering	18	16	20	51	15	33	26
	Fashion / Design	3	2	1	0	2	0	1
	Language / Literature / Translation	2	1	3	8	2	3	3
	Media Communication	7	6	4	6	2	3	5
	Physical Education Recreation and Leisure	1	0	0	0	2	0	1
	Psychology	4	7	1	5	6	0	4
	Science	4	1	1	8	4	0	3
	MBA	4	7	7	10	6	3	6
	Unfilled	5	4	4	0	11	3	5

		Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore	Average
<b>3</b>								
<b>C</b>	<b>Maximum queries at your stand were - for what level</b>							
	Undergraduate	34	37	73	87	42	34	51
	Postgraduate taught	41	40	88	92	44	45	58
	Postgraduate Research	21	21	55	78	11	21	35
	Higher national diploma and equivalent	1	0	0	0	0	0	0
	Pre-university foundation courses	2	0	0	5	0	0	1
	Foundation	1	1	0	0	3	0	1
	Post 16 A level	0	0	0	0	0	0	0
	Training	1	0	0	0	0	0	0
<b>4</b>	<b>Assessment of Visitors at your Stand</b>							
	Good number and good quality	76	72	39	56	53	68	61
	Good quality only	10	15	16	8	5	16	12
	Good number only	12	5	27	26	16	11	16
	Disappointing	0	5	3	10	5	5	5
	Blank	1	3	15	0	21	0	7
<b>5</b>	<b>Please rate the quality of the stand assistant, if you had one:</b>							
	Excellent	41	20	24	33	32	16	28
	Good	12	13	25	8	16	21	16
	Average	0	3	3	0	5	0	2
	Below Average	0	0	0	0	0	0	0
	Poor	0	2	0	0	0	16	3
	Not Applicable	10	17	0	59	0	0	14
	Unfilled	37	45	48	0	47	47	37



	Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore	Average	
<b>6 (A)</b>	<b>Assessment of the Exhibition in terms of Promotion of the Event</b>							
	Very Good	35	35	33	31	37	26	33
	Good	50	50	58	54	42	53	51
	Satisfactory	9	10	0	12	11	16	10
	Unsatisfactory	0	0	0	3	0	0	1
	Blank	6	5	9	0	11	5	6
<b>6 B</b>	<b>Assessment of the Exhibition in terms of Branding at the Event</b>							
	Very Good	50	43	36	31	37	47	41
	Good	37	50	58	54	47	32	46
	Satisfactory	7	4	3	15	11	16	9
	Unsatisfactory	0	0	0	0	0	0	0
	Blank	6	3	3	0	5	5	4
<b>6 C</b>	<b>Assessment of the Exhibition in terms of Overall Exhibition</b>							
	Very Good	46	35	18	31	37	37	34
	Good	43	53	70	56	37	42	50
	Satisfactory	4	5	6	13	21	21	12
	Unsatisfactory	1	0	0	0	0	0	0
	Blank	6	7	6	0	5	0	4
<b>7</b>	<b>All India briefing on 5 February 2016</b>							
	Very Good	37	NA	NA	NA	NA	NA	NA
	Good	40	NA	NA	NA	NA	NA	NA
	Satisfactory	10	NA	NA	NA	NA	NA	NA
	Unsatisfactory	1	NA	NA	NA	NA	NA	NA
	Unfilled	12	NA	NA	NA	NA	NA	NA

		Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore	Average
<b>8</b>	<b>Please give us your views on the innovations made at the exhibitions this year</b>							
<b>A</b>	<b>QR codes</b>							
	Very Good	22	23	33	21	26	32	26
	Good	32	35	30	38	26	37	33
	Satisfactory	3	12	6	15	5	0	7
	Unsatisfactory	6	2	0	5	0	5	3
	NA/ Blank	37	28	30	21	42	26	31
<b>B</b>	<b>Video Wall</b>							
	Very Good	22	23	24	13	37	21	21
	Good	31	38	31	36	16	32	32
	Satisfactory	6	6	12	23	11	11	12
	Unsatisfactory	4	3	3	5	0	5	3
	NA/ Blank	37	30	30	23	36	31	31
<b>C</b>	<b>Psychometric Testing</b>							
	Very Good	18	17	NA	NA	NA	NA	18
	Good	25	32	NA	NA	NA	NA	29
	Satisfactory	4	12	NA	NA	NA	NA	8
	Unsatisfactory	6	0	NA	NA	NA	NA	3
	NA/ Blank	47	40	NA	NA	NA	NA	44
<b>9</b>	<b>Rate the support to your business needs from British Council before the event</b>							
<b>(A)</b>								
	Very Good	46	32	39	44	47	63	45
	Good	38	55	45	43	37	21	40
	Satisfactory	7	7	3	13	5	11	8
	Unsatisfactory	0	2	0	0	0	0	0
	Blank	9	5	12	0	11	5	7
	Unsatisfactory	3	2	0	0	0	0	1
	Blank	10	5	9	0	11	5	7

		Chennai	Bangalore	Hyderabad	Pune	Kochi	Coimbatore	Average
<b>9</b>								
<b>B</b>	<b>Rate the support to your business needs from British Council during the event</b>							
	Very Good	38	35	45	33	47	63	44
	Good	43	47	37	54	37	26	41
	Satisfactory	6	12	9	13	5	6	9
	Unsatisfactory	3	2	0	0	0	0	1
	Blank	10	5	9	0	11	5	7
<b>10</b>								
<b>(A)</b>	<b>Did the Exhibition meet your expectations</b>							
	Agree Strongly	26	20	15	13	16	11	17
	Agree	63	72	70	69	63	84	70
	Disagree	4	3	9	13	0	5	6
	Strongly Disagree	0	2	0	5	5	0	2
	Neither agree or disagree	0	0	0	0	0	0	0
	Blank	6	3	6	0	16	0	5
<b>10</b>								
<b>B</b>	<b>Overall, the Exhibition was a high quality event</b>							
	Agree Strongly	29	22	18	21	11	26	21
	Agree	57	73	70	64	74	68	68
	Disagree	6	2	6	10	0	0	4
	Strongly Disagree	0	2	0	5	0	0	1
	Neither agree or disagree	0	0	0	0	0	0	0
	Blank	7	2	6	0	16	5	6
<b>10</b>								
<b>C</b>	<b>Have acquired knowledge about the market from participating at the exhibition</b>							
	Agree Strongly	21	13	3	10	0	21	11
	Agree	62	72	82	49	84	63	69
	Disagree	6	8	3	35	0	5	10
	Strongly Disagree	1	2	0	6	0	0	2
	Neither agree or disagree	0	0	0	0	0	0	0
	Blank	10	5	12	0	16	11	9

72% delegates in Bangalore and 63% in Chennai mentioned that they would be attending the exhibitions again next year

At the exhibitions in Chennai, Bangalore, Pune and Coimbatore, delegates were happy with the number and quality of students at the exhibitions

More than 70% delegates were pleased with the branding and promotion of the exhibitions.

Across all exhibitions cities nearly 70% participation delegates assessed the overall exhibition as 'Good'

More than 60% participating delegates appreciated the innovations we made at the exhibition including the QR codes, video wall and Psychometric Testing.

Comments from the delegates:

- 'Great Exhibition and thank you so much team SIEM'
- 'Excellent event, well organised. Just one suggestion, it would be good if counsellors/agents/university delegates would counsel students from inside their stalls instead of standing in the middle of the walkway outside their stalls'
- 'Very productive event and very buoyant market. Excellent support from the BC team'
- 'Was a great fair both in terms of quality and number'
- 'It is always interesting attending a fair in tier II city. This has been a lot more successful than other tier II cities which we took part in last year.'

## Future steps

**British Council action points**

- The all India briefing received mixed feedback from delegates that attended it. While there was positive feedback about the talk by an external speaker on 'How digital changes the rules of life and business' delegates also commented that we should have fewer and relevant guests at the reception. We shall continue to engage with external speakers at forthcoming briefing sessions to provide a flavor of the new trends in the Indian market. At the same time we shall be restricting the guests' invitations to those pertinent to the local education sector.
- Delegates have given positive feedback about the innovation we made with QR codes this year. Delegates have also suggested including QR codes for student registration so that the data filling duplication can be avoided. We support this feedback and have passed on the same to the exhibitions team in Manchester and will work in conjunction with them to improvise the registration system for forthcoming exhibitions.
- While most delegates appreciated the option of back panel printing, some delegates also suggested to make this feature as a mandatory one for all exhibitions. This will help delegates and carrying fewer branded panels and standees from the UK. We shall be checking the feasibility of including this feature for the forthcoming exhibitions.
- Participating UK institutions have been suggesting we re-introduce the subject matrices at the exhibitions. The central team in the UK is working on the same and we shall have this ready for the next leg of exhibitions. This year we introduced the QR codes as an option where students could download the institution prospectus on their mobile phones at the entry point of the exhibition and before reaching the stalls. We are attempting to assist students to be more focused in their queries by providing such avenues. The QR code system doesn't replace the subject matrix but definitely helps students to understand the courses a UK institution offers before reaching the respective institution stall. The psychometric testing served as an alternative to the subject matrix as it helped students to identify their subject interest before meeting the UK delegates.

## UK Institutions

- The registration analysis and delegate feedback forms have highlighted that enquiries related to Undergraduate courses in the UK are increasing year on year. Since this trend has been observed at the last few exhibitions and the same is backed with student visitor statistics; it is advised that UK institutions should increase their engagement and interaction with the schools in India. Schools counsellors are also an important medium and influencer in a student journey for higher education. UK institutions could either join the British Council for its 'schools tour' or the British Council can organise bespoke schools visits/lecture series' to help increase student engagement. There are options to reach out to students via the digital medium as well. Schools in India have various foreign delegations visiting each year –hence Indian students have abundant options for further education. It is advised that UK institutions should proactively engage with school students either face to face or through the digital mediums.
- Delegates are advised to set a positive example of studying and living in the UK and counsel students about international exposure and global job opportunities that a UK degree would create for them. One way of doing this could be having successful alumni on stands as brand ambassadors of the Institution; this will also create a positive image of the Institution and about global opportunities post completing education in the UK. Delegates are also advised to inform students visiting the exhibition about their career guidance services and other facilities available at the campus.
- Most exhibitors realise that a lot of agents organise 'world exhibitions' around the British Council exhibitions which results in dilution of the attendance at the Education UK exhibitions. British Council requests UK institutions to advice agents to support the British Council and market the Education UK exhibitions to its student database. This will enhance the brand value of UK, and it shall also ensure that numbers at the Education UK exhibition do not decline and remain consistent.
- At all exhibitions, delegates came across a handful of students that enquired for 2017 entry. We suggest that all participating delegates should follow up on these student leads on a continual basis and not depend on the local agent alone to do the follow up. Keeping in touch will ensure conversions in the near future. At the British Council we can suggest a range of digital activities that will help UK institutions to keep in touch with students.

## Appendix

## List of exhibitors (Alphabetical Order)

No	Name of Institution
1	University of Aberdeen
2	Abertay University
3	Aberystwyth University
4	Alpha Omega College
5	University of the Arts London
6	Aston University
7	Bangor university
8	Bath Spa University
9	Birmingham City University
10	University College Birmingham
11	University of Birmingham
12	The University of Bolton
13	Bournemouth University
14	BPP University College
15	University of Bradford
16	Cardiff University
17	City University London
18	Cranfield University
19	University for the Creative Arts
20	University of Dundee
21	Durham University
22	University of East Anglia
23	Edinburgh Napier University
24	University of Essex
25	Glasgow Caledonian University
26	The Glasgow School of Art
27	University of Glasgow
28	Goldsmiths, University of London
29	Heriot-Watt University
30	University Of Hertfordshire
31	University of Kent
32	King's College London
33	Kingston University London
34	The University of Law
35	Leeds Beckett University
36	Leeds Trinity University
37	University of Leeds
38	University of Lincoln
39	Liverpool Hope University
40	Liverpool John Moores University
41	London Metropolitan University
42	University College London
43	Manchester Metropolitan University
44	The University of Manchester The University of Manchester
45	Middlesex University
46	NCUK – The University Consortium
47	Newcastle University
48	The University of Northampton
49	Northumbria University
50	The University of Nottingham
51	University of Plymouth
52	University of Portsmouth
53	Queen Mary, University of London
54	Queen's University Belfast
55	The University of Reading
56	Regent's University London
57	Royal Agricultural University Royal Holloway, University of London
58	London
59	SAE Institute
60	University of Salford
61	St George's, University of London
62	SOAS, University of London
63	Sheffield Hallam University
64	The University of Sheffield
65	University of Southampton
66	Staffordshire University
67	University of Strathclyde
68	University of Surrey
69	University of Sussex
70	Swansea University University of Wales Trinity Saint David
71	David
72	University of West London
73	University of Warwick
74	University of the West of Scotland
75	University of Westminster
76	York St John University

## Details of print and outdoor publicity

Advertising and promotion plan.

The below annexure provides details of the media plan executed to promote each exhibition.

### Chennai

Print advertising: 10 newspapers insert for duration of 8 days. Details as follows:

Publication	Editions	Circulations
The Hindu Main	Chennai, Bangalore, Kochi, Hyderabad Coimbatore	350,000
Hindu Tamil	Chennai	75,000
Daily Thanthi	Chennai	491,000
Dinamalar	Chennai	173,000
Times of India	Chennai, Bangalore, Kochi, Hyderabad Coimbatore	300,000
Daily Thanthi	Chennai	491,000
Dinamalar	Chennai	173,000
The Hindu Main	Chennai, Bangalore, Kochi, Hyderabad Coimbatore	350,000
Times of India	Chennai, Bangalore, Kochi, Hyderabad Coimbatore	300,000
DCCChennai Chronicle	Chennai	150,000

Radio: One week campaign, 195 spots in 3 leading radio channels for duration of 20 seconds for each spot

Outdoor: We ran a campaign across theatres in Chennai - total of 18 screens in 2 theatres for a period of 2 weeks. Slides with Education UK exhibition were shown for 15 sec at each screen. A flex banner was set up outside British Council Chennai for 45 days and at one of the leading theatres in Chennai

### Other:

Flyers were distributed to more than 6000 students across Chennai and satellite cities of Madurai, Trichy, Pondicherry and 203 local institutions and agents were met before the exhibition.



**Bangalore:**

Print advertising: 10 adverts were released in 10 newspapers across the city for a period of 8 days

Details as follows:

Publication	Edition	Circulation
Times of India	Bangalore	475,000
The Hindu Main	Bangalore	145,000
Bangalore Times	Bangalore	475,000
Vijay Karnataka	Bangalore	275,000
The Hindu Main	Bangalore	145,000
Bangalore Mirror Free	Bangalore	130,000
Star of Mysore	Mysore	43,000
Vijay Karnataka	Bangalore	275,000
Times of India	Bangalore	475,000
Deccan Herald	Bangalore	185,000

Radio: one week campaign of 130 spots in 2 leading radio channels for duration of 20 seconds for each spot.

Outdoor: We ran a campaign across theatres – total 17 screens in various theatres for a period of 2 weeks. Slides with Education UK exhibition were shown for 15 sec at each screen. A flex banner was set up outside British Council Bangalore for 45 days and at one of the leading theatres in the city. Additionally a flex banner was displayed in one of the leading malls in Bangalore at the entrance

Other: 3000 flyers distributed to students in nearby satellite cities of Mangalore and Mysore. 93 local institutions and agent offices were visited to promote the exhibition.

**Hyderabad:**

Print advertising: 9 adverts were released across 9 newspapers in the city of Hyderabad.

Details are as below:

<b>Publication</b>	<b>Editions</b>	<b>Circulations</b>
Eenadu	Hyderabad	430,000
The Hindu Main	Hyderabad	143,000
Times of India	Hyderabad	232,000
Sakshi	Hyderabad	270,000
Deccan Chronicle	Hyderabad	575,000
Times of India	Hyderabad	232,000
Eenadu (Mon-Thu)	Hyderabad	430,000
Deccan Chronicle	Hyderabad	575,000
The Hindu Main	Hyderabad	143,000

Radio: One week campaign, total of 106 spots in 2 leading radio channels for duration of 20 seconds for each spot

Other: Exhibition leaflets were distributed to more than 1600 students and visit to 82 local institutions and local agents were met to promote the exhibition.

**Pune:**

Print advertising: 19 adverts were released in 12 newspapers to promote the Pune exhibitions.

Details are as below:

<b>Publication</b>	<b>Edition</b>	<b>Circulation</b>
Times of India	Pune	266,000
Pune Mirror	Pune	250,000
Maharashtra Times	Pune	9000
Economic Times	Pune	35,000
Pune Times	Pune	266,000
Education Times	Pune	266,000
Sakal	Pune	650,000
Sakal Times	Pune	125,000
Pune Mirror – front page strip advert	Pune	266,000
Sakal – front page	Pune	650,000
Indian Express - Newslite	Pune	90,000
Loksatta - Vruttant	Pune	110,000

Radio: promotional spots on Radio were carried out on three popular radio stations in the city for a period of 7 days before the exhibition. 144 spots for 20 sec each was carried out.

Outdoor: College activity in 10 local colleges (including quiz, poster - flyer dissemination); Road show outside 40 local colleges. 32 institutions visited in Pune as part of pre-event promotional activity.

Others: 400 posters were distributed, 10,000 flyers were distributed, e-flyers were sent to 41 local schools and 138 colleges and to 6153 students.

**Kochi:**

Print advertising: 12 adverts were released in 9 newspapers for a period of 8 days to promote the exhibitions.

Details are as below:

<b>Publication</b>	<b>Editions</b>	<b>Circulation</b>
The Hindu Main	Kochi	70,000
Malayala Manorama	Kochi	346,000
Times of India	Kochi	25,000
Mathrubhumi	Kochi	168,000
Times of India	Kochi	25,000
New Indian Express	Kochi	56,000
The Hindu Main	Kochi	70,000
Malayala Manorama	Kochi	346,000
Mathrubhumi	Kochi	168,000

Radio: One week campaign, 80 spots in 2 leading radio channels for duration of 20 seconds for each spot

Outdoor: 500 posters and flyers were distributed.

Others: 76 local institutions and agents were met during the promotional visit.

**Coimbatore:**

Print advertising: 10 adverts were released in 13 newspapers for a period of 8 days to promote the exhibitions.

Details are as below:

<b>Publication</b>	<b>Editions</b>	<b>Circulation</b>
The Hindu Main	Coimbatore	82,000
Times of India	Coimbatore	60,000
Coimbatore Times	Coimbatore	60,000
The Hindu Main	Coimbatore	82,000
Dinamalar	Coimbatore	173,000
Times of India	Coimbatore	60,000
Daily Thanthi	Coimbatore	120,000
Times of India	Coimbatore	60,000
Daily Thanthi	Coimbatore	120,000
The Hindu Main	Coimbatore	82,000
Dinamalar	Coimbatore	173,000
The Hindu Main	Coimbatore	82,000
Times of India	Coimbatore	60,000

Radio: One week campaign, 110 spots in 2 leading radio channels for duration of 20 seconds for each spots

Outdoor: 600 posters and flyers were distributed including the satellite cities of Ooty and Kodaikanal)

Others: 71 local institutions and agents were met during the promotional visit.

Pictures taken at the exhibitions



Snapshot of the press coverage:

# UK edu expo draws hordes of students

TIMES NEWS NETWORK

**Bengaluru:** More than 1,000 students with dreams of higher education abroad took their first step towards that by attending the British Council's Education UK exhibition on Sunday.

They were six seminars on topics like IELTS, student visa and careers in management.

"My elder brother has been telling me to join him in the UK for a while now. I hope to have the best work opportunities if I study there. I liked a few universities for business management," said Privia Matthew, who was accompanied by her father and younger brother at the event.

Hundreds of students were seen lining up at different stalls, interacting with mentors and browsing through prospectuses of various universities. As many as 57 institutions from the UK attended the event. "We are serious about



**DREAMING HIGH:** Students check out the stalls of various UK universities at the education exhibition on Sunday

ness management remain favourites. A lot of interest is seen in sci-

## QUICKLY

### UK education expo

Coimbatore, February 10

Education UK Exhibition is slated for February 13 at The Residency Towers in Coimbatore.

Representatives of 18 universities in the UK will be present at the day-long expo. This annual event, being hosted by the British Council, will throw light on the education opportunities in the UK and scholarships available. According to a British Council release, the Great Britain Scholarships - India 2016 would include 291 scholarships worth around ₹15 crore. OUR BUREAU

## British Council to partner with Jain, Christ universities

**BENGALURU:** As part its Generation UK Programme for this year, the British Council has partnered with two private universities in Bengaluru and seven others in the country.

Under the programme, students from the UK will spend two to four weeks in India and engage in various activities ranging from cultural immersion, placements, internships, teaching assistantships etc. "Jain University and Christ University are the two institutions that have been selected under this initiative in Bengaluru. In other parts of the country, we have partnered with institutions like Hyderabad University. Applications for the programme start in June-July," said Leighton Ernberger, assistant director, Bengaluru and Skills, British Council India. He was speaking at a press



**British Council Bengaluru and Skills Assistant Director (right) Leighton Ernberger speaks at the media interaction and the launch of Education UK Exhibition in the City on Monday. British Deputy High Commissioner Dominic McAllister is also seen. DH PHOTO**

conference on Monday. As many as 1,000 internships with Indian IT services company TCS are also on the anvil as part

of this year's programme which aims to help 25,000 people from the UK gain experience in India in the next five years.

### Education UK Exhibition

British Council will host an education fair on February 7 at Vivanta by Taj where students will get an opportunity to talk to representatives from over 55 UK universities.

Although around 1.6 lakh Indian students have studied in the UK since 2005, a Times Higher Education Report points out that the number of first-year enrolments fell by 10 percent in 2014-15.

Dominic McAllister, British Deputy High Commissioner, Bengaluru, said that while visa regulations in the UK might

seem cumbersome, it was 'not actually the case'. "Students can convert their student visas to Tier 2 visas. However, they must make preparations for it before their course ends," he said. A student can apply for a Tier 2 visa if he/she is offered a skilled job in the UK.

### Scholarships

A scholarship programme called the GREAT Britain Scholarships was also announced. Under this, 291 scholarships worth around Rs 150 million (Rs 15 crore) will be on offer. Of these, 59 will be undergraduate scholarships and 232 postgraduate scholarships in fields like engineering, law, business, art and design, biosciences and IT across 45 institutions in England, Scotland, Wales and Northern Ireland.

**DH News Service**

# ₹40 Crore Worth UK Scholarships



The education expo will be held on February 6

## Express News Service

**Visa issuance rate to the UK has been improving, with about 12,000 Indian students going to study in the UK every year. About 900 dubious varsities have also been shut**

Over ₹40 crore worth scholarships will be on offer at the 'Education UK Exhibition', with over 64 of UK's top universities taking part in the expo, which will take place in five cities this year. "The Education UK Exhibition is going to be held on February 6 in Chennai. Students will get to know about the courses and scholarships on offer," said Mei-kwei Barker, Director South India, British Council India.

"This time around, we are making the event paperless as we have introduced QR codes so one can get to know more about a specific university through its unique code," she added.

Of the ₹40 crore worth scholarships for Indian students, 291 are GREAT Scholarships, totalling about ₹150 million for 59 undergraduate and 232 postgraduate degree courses. Chevening India scholarships will be for £2.6 million for 2015-2016, besides the commonwealth scholarships. Students can go to Taj Coromandel, Nungambakkam on February 6 or visit <http://www.educationuk.org/india/>.

# British Council offers ₹40-crore scholarships

TIMES NEWS NETWORK

**Hyderabad:** Following the recent mass deportations of Indian students from the United States of America, the British Council on Wednesday announced scholarships worth Rs 40 crore for Indian students opting to study at universities in United Kingdom this year.

With the deportations forcing students to look for alternative options, the British Council will host the Education UK Exhibition in the city on February 9 to attract students. "After USA, the UK has

the highest number of Indian students coming for higher studies. This exhibition will educate aspirants about how it is to study in the UK

**Mei-kwei Barker, DIRECTOR SOUTH INDIA, BRITISH COUNCIL**

the highest number of Indian students coming for higher studies. This exhibition will educate aspirants about how it is to study in the UK. The alumni of a few UK universities will also be present at the exhibition," said Mei-kwei Barker, director South India, British Council.

According to overseas education consultancies, the immigration policy of Britain, where students cannot stay longer than four months after

the course without re-applying for a visa, has reportedly led to the country becoming a less popular education destination over the past few years.

On this, Andrew McAllister, British Deputy High Commissioner, Hyderabad, said: "We have improved the visa service to make it as straightforward as possible for Indian students. We've also introduced QR code for students to seek information about the course and the universities."

The scholarship offered by the British Council includes 291 undergraduate and postgraduate scholarships worth Rs 15 crore in areas ranging from engineering, law, arts, design and information technology in 45 institutions in England, Scotland, Wales and North Ireland. Besides this, the British government's flagship global scholarship Chevening and the commonwealth scholarships are also included.

A total of 31 universities from the UK will be participating in the exhibition.



# UK Education fair

SPECIAL CORRESPONDENT

**COIMBATORE:** The British Council will host an Education UK exhibition here on February 13 between 12 a.m. and 5 p.m. at the Residency Towers, Avinashi Road.

The exhibition will focus on Great Britain Scholarships - India 2016 worth approximately Rs. 150 million.

Those who wish to know about the education opportunities in the U.K. could talk directly to representatives from 18 universities, said Bharat Joshi, British Deputy High Commissioner, Chennai.

They could clear their doubts regarding course choices, visas, applications, and scholarships.

Mei-kwei Barker, Director South India, British Council India said: "UK universities attract some of the world's leading academics and industry professionals. With over 4,90,000 foreign students from 200 countries studying there it offers students a truly international experience. I hope students and parents will use the exhibition to know about the opportunities suited to them."

Institutions across England, Scotland, Wales and Northern Ireland will be participating in the programme.

A total of 59 graduation and 232 post-graduate scholarships will be provided in the fields of engineering, law, business, art and design, biosciences and IT.



విష్ణు (విజయవాడ) సాక్షి  
ఫిబ్రవరి 13, 2018

## గ్రేట్ బ్రిటన్ స్కాలర్షిప్స్

**గ్రేట్ బ్రిటన్ స్కాలర్షిప్ ప్రకటన**



150 మిలియన్ల విద్యా స్కాలర్షిప్ ప్రకటన విజయవాడలో విద్యార్థులకు గురించి తెలియజేసే ఉద్దేశ్యంతో గ్రేట్ బ్రిటన్ స్కాలర్షిప్ ప్రకటన విజయవాడలో జరిగింది. ఇక్కడ 84 మంది విద్యార్థులకు స్కాలర్షిప్లు కేటాయించబడతాయి. ఈ సందర్భంగా విద్యార్థులకు గురించి తెలియజేసే ఉద్దేశ్యంతో గ్రేట్ బ్రిటన్ స్కాలర్షిప్ ప్రకటన విజయవాడలో జరిగింది. ఇక్కడ 84 మంది విద్యార్థులకు స్కాలర్షిప్లు కేటాయించబడతాయి. ఈ సందర్భంగా విద్యార్థులకు గురించి తెలియజేసే ఉద్దేశ్యంతో గ్రేట్ బ్రిటన్ స్కాలర్షిప్ ప్రకటన విజయవాడలో జరిగింది.

**గ్రేట్ బ్రిటన్ స్కాలర్షిప్లను ప్రారంభించిన సరీ విజయవాడ, మెక్వెల్ బాకర్**

విజయవాడలో గ్రేట్ బ్రిటన్ స్కాలర్షిప్ ప్రకటన విజయవాడలో జరిగింది. ఇక్కడ 84 మంది విద్యార్థులకు స్కాలర్షిప్లు కేటాయించబడతాయి. ఈ సందర్భంగా విద్యార్థులకు గురించి తెలియజేసే ఉద్దేశ్యంతో గ్రేట్ బ్రిటన్ స్కాలర్షిప్ ప్రకటన విజయవాడలో జరిగింది.

## Britain scholarship for higher education aspirants

DC CORRESPONDENT  
COIMBATORE, FEB. 9

**The exhibition will be conducted on February 13 between 12 am and 5 pm at the Residency Towers**

The British Council has announced the launch of Britain Scholarships worth approximately ₹150 million as part of the 'Great Britain' campaign.

Aimed at aspirants who wish to know more about education opportunities in the United Kingdom, the British Council will host education UK exhibition in Coimbatore on February 13 between 12 am and 5 pm at the Residency Towers.

The one-day exhibition will provide an opportunity to interact with representatives from 18 UK universities and get their queries answered about course choices, visas, applications, scholarships and more.

Mei-kwei Barker, director South India, British Council India said, "UK universities are home to world-class universities including four of the world's top 10 universities and hosts 30 of the world's top 200 universities. With over 4,90,000 foreign students from 200 countries studying there, it offers students a truly international experience."

## UK shows the way in checking visa abuse

Registers 88 per cent visa success rate by bringing in several reforms

SPECIAL CORRESPONDENT

**HYDERABAD:** With 88 per cent visa success rate, British universities continue to attract quality Indian students to some of its top-rated universities in the world, though the numbers have fluctuated over the years for various reasons.

The British Deputy High Commissioner in Hyderabad, Andrew McAllister, said that Britain has brought in several reforms to check visa abuse and felt it reflected in the high visa success rate. He said a survey has revealed that people with British degrees are sought after and earn pay packages higher than their peers with Indian or degrees from other countries.

Mr. McAllister was speaking to reporters after announcing various scholarships offered by the British universities worth Rs. 40 crore, including the GREAT Britain scholarships worth Rs. 15 crore here on Wednesday. Though he declined to comment on the recent deportation of Indian students from US airports, Mr. McAllister said the visa service has been improved offering more guidance and opening more visa application centres thus checking any form of visa abuse. Mei-Kwei Barker, Director, South India, British Council said with over 4,90,000 foreign students from 200 countries studying in British universities, they offer students a truly international experience. Among these are about 21,000 from India. She said 291 GREAT scholarship awards are available this year worth Rs. 15 crore for varied subject areas ranging from engineering and law to art and design and information technology across 45 UK institutions in England, Scotland, Wales and Northern Ireland.

She said that the British Council will host Education UK Exhibition on February 9 (Tuesday) at Vivanta by Taj, Begumpet from 2 p.m. to 7 p.m. Students and parents will get a unique opportunity to directly talk to the representatives from about 30 UK universities and get all their questions answered on course choices, visas, applications and scholarships. Career seminars on specialised themes such as careers in computing, as well as insightful sessions from experts on student visas and IELTS will also be held.

End of Report