

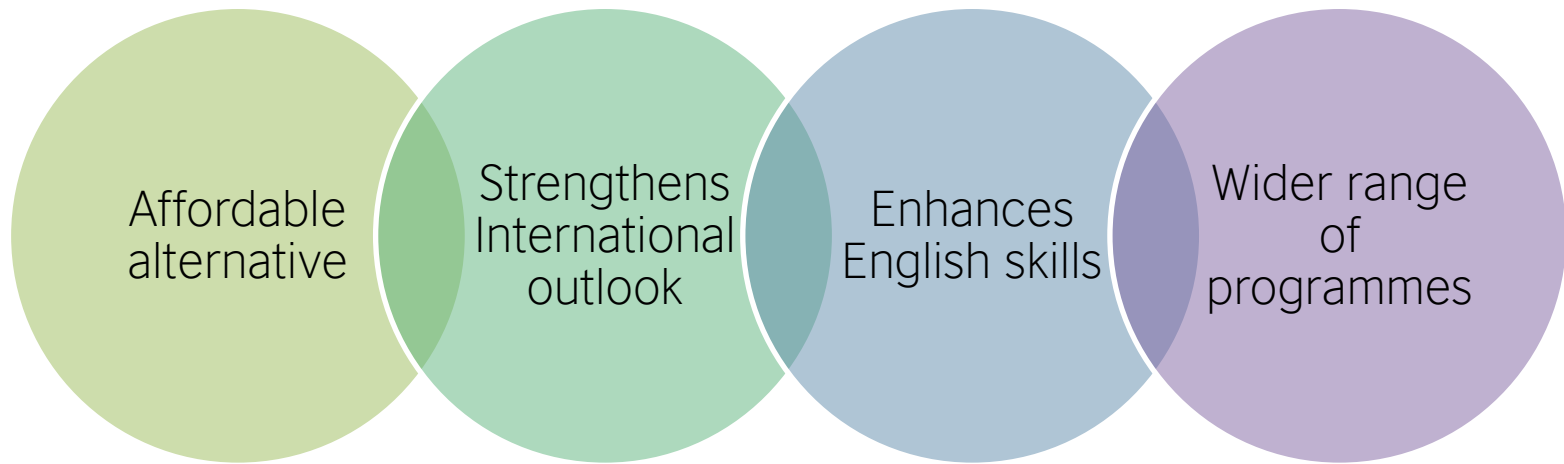
# SERVICES FOR INTERNATIONAL EDUCATION MARKETING

## Quick view of Transnational Education: Opportunities, Challenges and perspectives

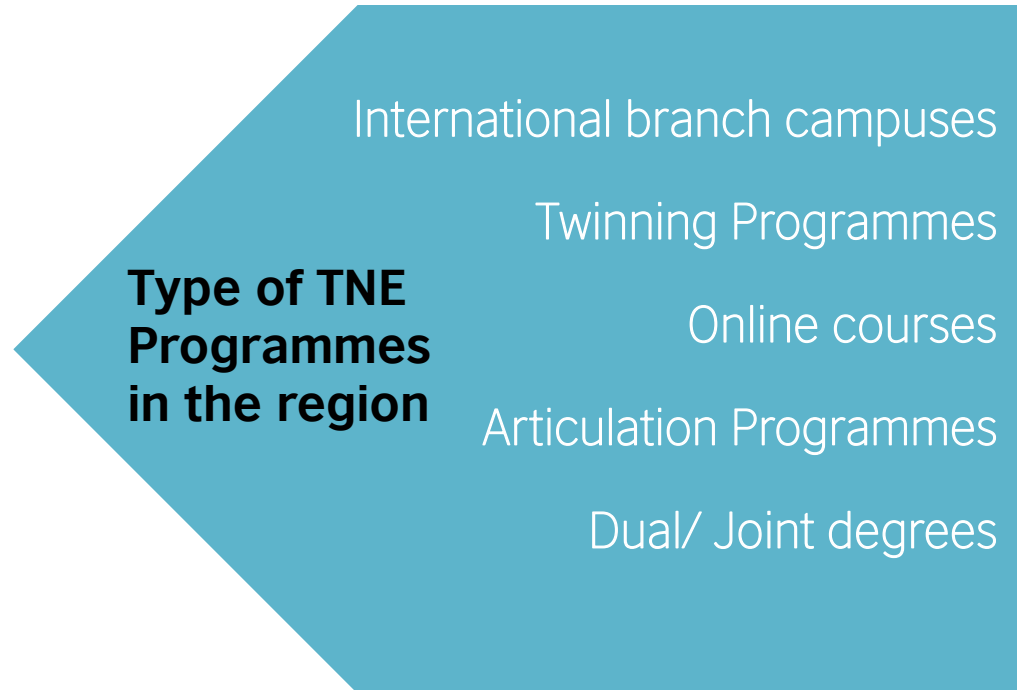
Niroshi Siriwanasa, Manager IHE, British Council Sri Lanka  
Abhinav Shakya, SIEM Project Manager, British Council Nepal

- Overview of the TNE market in South Asia
- Government support & Regularity changes in South Asia
  - Challenges and opportunities
    - Our research
  - British Council support

# TNE sector in South Asia



# High demand, limited capacity



# Few of the partnerships across South Asia

## India

Lancaster University – SRM University  
University of Southampton – SVKM

## Sri Lanka

Staffordshire University & APIIT  
University of Northumbria & Academy of Design

## Pakistan

University of London

## Nepal

Queen Margaret University  
Leeds Beckett University



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2015  
Sri Lanka



# Government support for TNE

## Bangladesh

- Legislation in place from May 2014
- TNE administration is done by UGC Bangladesh

## India

- Most states have given autonomy to tie-ups
- Interest in research and curriculum development and collaborating on joint degree programmes.

## Pakistan

- TNE & foreign investments are encouraged
- Accreditation of all programmes are via HEC
- Key concerns – Enrolments, equal access, quality & research

## Nepal

- TNE are permitted in Nepal
- New TNE policy and procedures are underway

## Sri Lanka

- TNE & foreign investments are encouraged
- New TNE policy and procedures are underway
- Expanding access to HE via TNE sector

## ...however, there are challenges

- **Speed** of the implementation of Quality assurance mechanisms
- Information about the TNE sector is **not comprehensive**; international higher education institutions find it difficult to assess the quality and reputation of **new partners**
- **Restrictions** in academic collaboration around curriculum, **recognition** of qualifications and credits, and funding can be barriers
- International collaboration in state sector higher education is still in its nascent stages SA with **no clear** international strategy in place



# Many opportunities...

- The current university system is not able to meet **demand** for higher education, and the government has shown more **openness** through its policies for private providers.
- Growth in **online learning** with the regions youthful population and internet savviness.
- **Missing skills** - Untapped vocational sector to match the booming industry sectors
- Further **collaborations for research**, students/faculty exchange, curricula development and Postgraduate qualifications

# Our research....



## Transnational education in Sri Lanka An overview of current landscape, potential opportunities and challenges

A custom research report for British Council  
October 2014



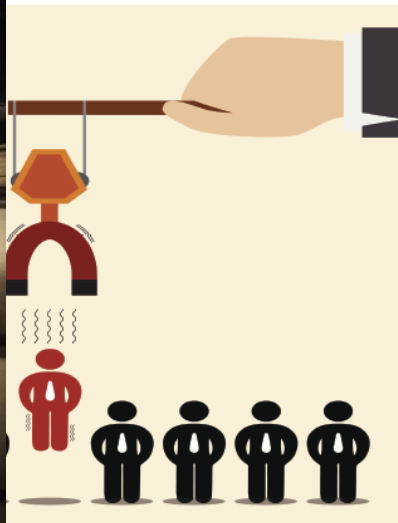
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# Latest developments from across South Asia

## The South Asia Anglia Partnership

- 12 universities from Bangladesh, India, Pakistan and Sri Lanka
- Collaboration has formed a Centre of Excellence (Public health), a new PG program at Anglia Ruskin, articulation arrangement and joint research

Bangladesh: Cross Border Higher Education (CBHE) policy published

Nepal: Private institutions on the look out for foreign partners

Pakistan: Plenty of partnerships in the country and more are to be formed

Sri Lanka: An overview of current TNE landscape

India: Special meeting convened by PM Modi on allowing foreign universities to open in India

# British Council support.....

## Role of the British Council – Bangladesh

- Market information and **network of TNE** providers locally
- **Due Diligence** of potential partners
- **Research** and Promotion campaign
- Scoping local institutions as potential partners for UK sector

## Role of the British Council – India

- Scoping local institutions as potential partners for UK sector
- Provide **support in setting up** campuses locally
- Research (Market and subject areas)
- Support due Diligence of potential partners

## Role of the British Council – Nepal

- Market information and network of TNE providers locally
- Due Diligence of potential partners
- Research and Promotion campaign
- Leading to establish Quality assurance and accreditation joint with Ministry of Education and UGC

# British Council support.....

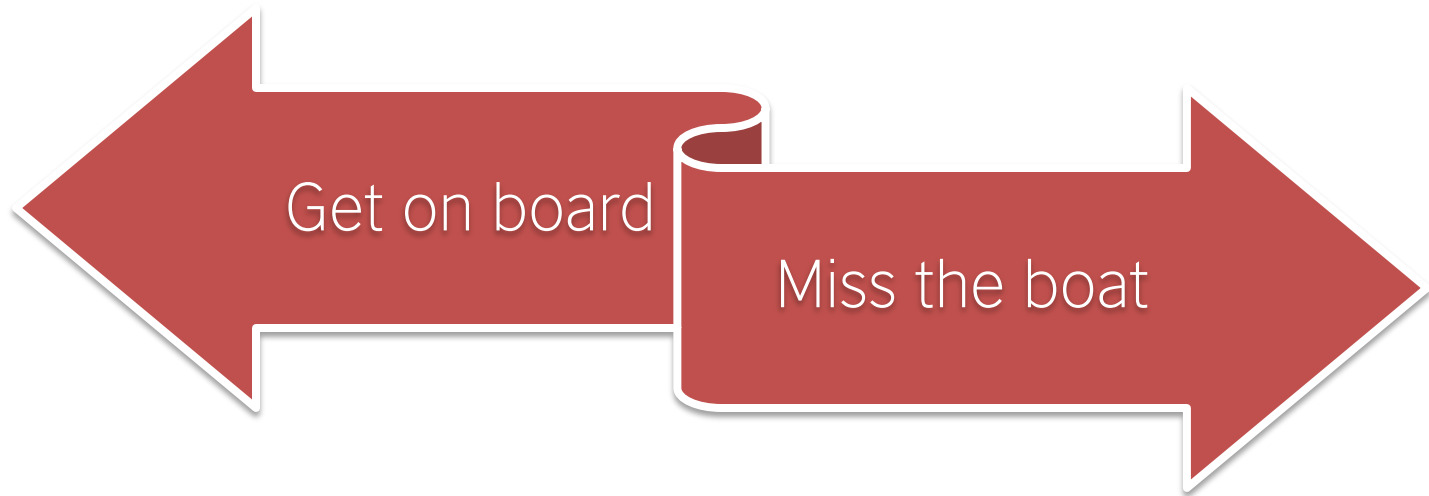
## Role of the British Council – Pakistan

- Provide support in **developing partnerships**
- Introduction of NEW Research linking programme, leadership programme & Transforming English Language skills Programmes.
- Three International Resource Centres (IRCs) established in Karachi, Lahore and Islamabad

## Role of the British Council – Sri Lanka

- **Market insight** (tracking trends in TNE landscape)
- Speed dating and due diligence of potential partners
- Research (Market and subject areas)
- Leading to establish Quality assurance and accreditation joint with Ministry of Education and UGC
- Visit programmes, **promotional campaigns**, Exhibitions, other support services

# Conclusion



The choice is yours.

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