

## Call for UK Institutions to promote their scholarships to students in South Asia in 2015-16

British Council's Services for International Education Marketing (SIEM) in South Asia is creating an EducationUK Scholarship Booklet specifically for South Asian students. Scholarships are a key deciding factor for students in the region when looking at study overseas. This booklet will highlight the vast array of scholarships and bursaries on offer for students considering the UK and provide an easy search guide for both general UK scholarships and bursaries as well as departmental/University level scholarships and bursaries on offer to students from South Asia.

### 2015-16 UK Scholarship Booklet

The booklet will list UG and PG Taught scholarships and bursaries for students across the following five countries in the region: Bangladesh, India, Nepal, Pakistan and Sri Lanka. Each country will have its own booklet making it easier for students to filter their search. Each country scholarship booklet will be further divided faculty- wise into three sections:

Subject groups	Details	HESA statistics for last two years
<b>Section 1</b>	Medicine and dentistry including allied subjects: Biological sciences Veterinary science Agriculture and related subjects	9210
<b>Section 2</b>	Engineering and technology Architecture, building and planning Mathematical Sciences Computer Science Physical Sciences	22895
<b>Section 3</b>	Social studies Law Business and administrative studies Mass communications and documentation Languages Historical and philosophical studies Creative arts and design Education	46315

**The booklet will also carry information on Government scholarships available in each country (Including Chevening, GREAT and others).**

## Promotional and marketing plan for the Scholarship Booklet

- The booklets will be available for students to download online, free of cost.
- A total of 10,000 copies of the Scholarship Booklet 2015-16 will be produced and distributed during the exhibitions in all the above mentioned countries. The Education UK Scholarship Booklet 2015-16 will be published for 2016 intakes and will be promoted from October 2015 – July 2016.
- Flyers and Posters communicating where the booklet is available as well as logos of all participating institutions will be printed and distributed to students and influencers at our events.

### The Scholarship Booklet will be promoted through our web and social media platforms. These include:

1. Education UK [Facebook](#)
2. British Council country Facebook pages
3. Direct Mailers: - Branded email-shots to all potential students in our databases in all five countries who are interested in studying in the UK. The database also includes key influencers.
4. Education UK website country pages: This booklet will be available in a downloadable pdf format through Education UK website country pages for [India](#), [Nepal](#), [Pakistan](#) and [Sri Lanka](#).

### Number of students to be reached digitally

Country	Facebook	Direct Mailers	Education UK country pages
<b>India</b>	6881 followers	5000 recipients approximately	68088 annual visitors
<b>Bangladesh</b>	7793 followers	10000 recipients approximately	
<b>Pakistan</b>	11860 followers	20000 plus contacts	41314 annual visitors
<b>Sri Lanka</b>	1368 followers	5800	1866 annual visitors
<b>Nepal</b>	1000 followers	5000 recipients	

### Flyers and Posters will be distributed at:

- 1) All forthcoming major events by the British Council in each country.
- 2) Various agents' offices
- 3) Key schools and colleges as well as other educational institutions in each country.
- 4) British Council libraries across the region
- 5) Teaching centers across the region
- 7) Education UK student briefings
- 8) British Council Pre-Departure briefings

## Benefits to UK Institutions

- 1) **Direct engagement with target audiences:** the Scholarship Booklet will be promoted to British Council online audiences on web and social media platforms. In public events the Booklet will be promoted through a promotional flyer only. Audiences will include students, influencers, school counsellors, education institution leaders among others.
- 2) **Access to multiple distribution channels:** The Scholarship Booklet will be available online and will be promoted through British Council's web and social media channels. These will be promoted all year round during education exhibitions, education agent workshops and other events. Flyers promoting the scholarship booklet will also be distributed in various schools, colleges and education agencies across each country in the region.
- 3) **Cost Effective:** The Scholarship Booklet will be promoted heavily through digital and social media campaigns ensuring greater and wider impact.
- 4) **Annual Subscription:** Institutions can list as many scholarships as they like which are open to students of that particular country, at no cost, each year. Information in the booklet can be updated and revised three times in a year(i.e. December, March and June)

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

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## Cost and offer

Item	Cost in GBP*
Listing of Scholarship with an option of updating information 3 times in the year for the online version <i>Cost is for each Institution and inclusive of as many scholarships as each Institution would like to promote.</i>	Free
Advertorial page on the inside front cover OR the inside back cover (full page size: 148mm x 210mm)**	1500
Advertorial page inside the booklet (full page size: 148mm x 210mm)**	1000
Back cover (full page size: 148mm x 210mm)**	2500
Editorial Page (full page size: 148mm x 210mm)**	500

*\*All prices are exclusive of VAT unless otherwise stated*  
*\*\*Limited availability on a first-come, first-served basis. Creatives to be provided by the institute.*

## How can you participate?

Please send us the details of scholarship being offered by your institution in the attached file. Please send us details by Monday 12 October 2015.

If you would like to post an advertisement or listing in the Education UK Scholarship Booklet 2015-16, please email Anuradha Sareen on the email address given below.

**Deadline for sending Expressions of Interest is for advertisement is Friday 9 October 2015.**

### Contact person

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## Summary of important points:

- The Education UK Scholarship Booklet 2015-16 will be promoted from October 2015 – July 2016 for all 2016 intakes.
- Institutions can revise information on their scholarships in December, March and June.
- Institutions can promote as many scholarships as they like in the Booklet.
- We will publish the Scholarship Booklet only if we get Eols from a minimum of 60 Institutions.