

## British Council Services for International Education Marketing Inaugural Schools Mission – Pokhara, Nepal 15 – 16 December 2014

---

What makes Nepal's most beautiful city an important market for your institution?

While Pokhara might be Nepal's second city, it has consistently managed to surprise the country with its rapid economic growth. In just 50 years, Pokhara has transformed itself from one of Nepal's poorest urban areas to the most prosperous and poverty-free city in the country having overtaken Kathmandu consistently since 2001. With this has also come an increased awareness about education and the opportunities it could open. The city's growing number of A-Level schools makes it a high potential market for UG recruitment into international higher education. As one of Nepal's major recruitment areas of the British Gurkhas, Pokhara has strong ties with Britain and is a natural choice for a schools' mission programme, organised by SIEM Nepal on 15 and 16 December 2014.

This inaugural schools mission will comprise visits to three A-level schools in Pokhara followed by a visit to an NCC education centre where we will meet students with graduate certificates potentially looking for a top-up degree.

Organised just prior to the [February exhibitions in Kathmandu and Pokhara](#), this mission will give you the opportunity to explore and scope one of Nepal's primary markets and create an interest and buzz around your institution for the exhibition.

We present this mission to you at an attractive introductory price of 400 GBP plus UK VAT (refer below for more information). Representatives from Mumbai and Delhi will find it easy to attend this mission with direct flights every day to Kathmandu, from where Pokhara is another half hour away.

This mission provides you the opportunity to enter one of Nepal's primary UK markets for student recruitment complementing your institution's international agenda in Kathmandu and other major cities in the region.

### Key Facts

Population	500,000 (52% under 25)
Key industries	Hospitality and tourism
Major fields of further study	Business, Humanities & Arts, Education
Other key income sources	Remittance, manufacturing

## List of schools and profiles

**Cosmos International College** - <http://cosmos.edu.np/> offers higher secondary programmes such as HSEB (Higher Secondary Education Board) 10+2 and Cambridge International A-Levels and undergraduate degree programmes affiliated to Tribhuvan University, Nepal. A popular school in Pokhara it has more than 100 students in the A-level programme.

**Gandaki Higher Secondary School** - <http://www.gbs.edu.np/> is amongst the oldest and best known schools in Pokhara and the region and is located on the outskirts of the city. Currently, Gandaki has 50 A level students. The students here, though a small number are known to be high quality.

**Novel Academy** - <http://novel.edu.np/> is an A- level school in Pokhara located centrally with 70 students in their A level programme.

**Informatics College** - <http://www.icp.edu.np/> is affiliated with Informatics Education Limited, Singapore, which is the part of NCC education. It offers IT and management courses and only offer up to level 5. Not a traditional school, you will find final year students for undergraduate degrees and postgraduate degrees in this college. Numbers are expected to be between 30 to 40 students.

## Participation fee

Participation Fee will be £400 plus UK VAT. The cost includes school mission and lunch during school visit. It will not cover other costs such as accommodation, airfare, dinner etc.

## Programme Format

**At each institution we will follow a three-part format:**

*Faculty Interaction:* 10 minutes

Meet with principals and school management team

*Student Presentation:* 30 minutes

Generic presentation about studying in the UK– 15 minutes

UK Institution introductory presentation – 10 minutes (For the entire delegation)

Student queries – 5 minutes

*Table top interactions:* 1 hour

The programme will include a table top exhibition at each institution to enable UK institutions to showcase and market their courses and different offers to Nepali student. The delegates are advised to carry a promotional banner, table cloth, brochures and leaflets to be given to the school representatives and to interested students.

## **Tentative Programme Schedule**

### Day 1 – Monday 15 December

Cosmos International College – 9:30 to 11:30  
Informatics College – 13:00 to 15:00

### Day 2- Tuesday 16 December

Gandaki School – 10:00 to 12:00  
Novel Academy – 13:00 to 15:00

## **Notes on logistics**

Once participation is confirmed we shall provide details of the hotel from which we shall request for corporate rates. For practical reasons it will be mandatory for all delegates to stay in the same hotel.

The flight between Kathmandu and Pokhara takes half an hour. We request you to consult us before booking the flight especially if you plan to take the morning flight on the first day of the program.

Do get in touch with Bickram ([bickram.shrestha@britishcouncil.org](mailto:bickram.shrestha@britishcouncil.org)) (Education Officer – SIEM) or Abhinav ([abhinav.shakya@britishcouncil.org](mailto:abhinav.shakya@britishcouncil.org)) (Project Manager – SIEM) should you have any questions.