

Post-event report for
Study UK: Discover You India exhibition
February 2017

Bangalore	03 February
Chennai	05 February
Hyderabad	07 February
Pune	09 February
Delhi	11 February

Introduction

Study UK: Discover you exhibitions are conducted every year in India in the months of November and February to showcase the broad range of study opportunities available in the UK, the exciting multi-cultural student life and the post study career prospects that exist globally with a UK qualification.

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

The February 2017 Exhibition was held across the five cities of Bangalore, Chennai, Hyderabad, Pune and Delhi beginning from 3 February to 11 February

The event attracted 4517 visitors across the five cities. The exhibition recorded a dip in footfalls of 18% as compared to the last year's exhibition which was held in six cities.

The exhibition was branded with the new Study UK: Discover You collaterals. The Study UK: Discover You brand was launched in India as part of the Tech Summit before the November 2016 exhibition in India.

The exhibition began with an All India market briefing in Bangalore which provided the delegates with a snapshot of India's economic growth in the last year and our achievements as part of the GREAT campaign. During the briefing Richard Everitt Director, Education and Society India announced the increase in the Tier4 student visa numbers for Indian students after a 5 year continual drop.

At the briefing, we also launched a report on 'Skills requirements among young professionals in India' – the report was jointly launched by Richard Everitt and Leighton Ernsberger, Head of British Council Bengaluru and Skills India.

For the very first time, British Council launched a mobile app with an aim to help students and parents plan their visit to the exhibitions effectively. India was the first country after Europe to launch an exhibition app. The app had all the necessary information about the participating UK institutions and students could register for the event, check the seminar schedule and even select a course of choice at a specific UK institution. The App was free for Android and iOS devices. Through this app 70 visitors registered for the exhibition and 834 users downloaded the app.

An update on UK Visas was given by Natasha Woollcombe, Regional Communications Manager South and Southeast Asia, UK Visas and Immigration and Hayley Gatade, Education Account Manager. British Council also felicitated the recently returned UK alumni who were awarded a GREAT scholarship for the 2015-16 intake through a certification ceremony. The evening came to an end with a networking dinner reception with local education contacts.

The footfall and quality of students at the Bangalore, Chennai and Pune exhibition has been consistent over last few years even though these markets have matured. The exhibition in Hyderabad was reintroduced last February after a gap of 2 years. This year witnessed a 6% drop in student numbers.

The Delhi exhibition was reintroduced after three years in the February 2017 tour following feedback provided by delegates. When compared to the last Delhi February exhibition i.e. in year 2014, at the 2017 exhibition a 34% drop in turnout was recorded.

At the February exhibitions, we continued to offer the 'Career focused seminars' across all five exhibition cities.

QR codes for Institution prospectuses were also displayed for interested students to scan and download the prospectuses of their choice at the February 2017 event.

We showcased a video wall at each exhibition venue that displayed videos sent by UK institutions on a loop. This provided a virtual tour of the student life in the UK to all visitors.

Officers from UK Visas and Immigration (UKVI) were present at each exhibition and delivered seminars in all five cities. The UKVI officer addressed first hand queries and spoke to various students at the dedicated UKVI stall at the exhibition cities.

This year for the first time we also organised a Student Visa seminar and UCAS presentation for school counsellors in Bangalore, Hyderabad and Pune. Both the sessions were held a day after the respective exhibitions and, the aim was to impart information about student visa process to counsellors and to advise them about the ease of applying for a student's visa. Hayley Gatade , Education Account Manager was present across all three cities for the face to face session. The session on UCAS aimed to inform school counsellors about the UG application process and all counsellors were requested to guide their students about the ease of applying through UCAS. Colleagues from UCAS delivered the session through Skype in all three cities.

The GREAT scholarship booklet for 2017 was distributed to each student that attended the exhibition. 198 GREAT education scholarships in partnership with 40 UK universities were on offer

Additionally there was representation from IELTS and Chevening Scholarship teams across all five exhibition cities.

This report will provide 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.

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Appendix: **List of exhibitors, Advertising, Photos taken at the exhibition and press coverage**
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Highlights

Summary of the exhibition logistics and number of attendees

Venue	Vivanta by Taj - Bangalore 03 February 2017
Opening hours	1400 to 1900 hours
Number of visitors	920

Venue	Taj Coromandel - Chennai 05 February 2017
Opening hours	1400 to 1900 hours
Number of visitors	1021

Venue	Vivanta by Taj, Begumpet - Hyderabad 07 February 2017
Opening hours	1400 to 1900 hours
Number of visitors	603

Venue	Sheraton Grand Pune Hotel (formerly known as Le Meridien) - Pune 09 February 2017
Opening hours	1400 to 1900 hours
Number of visitors	1146

Venue	The Lalit – Delhi 11 February 2017
Opening hours	1300 to 1800 hours
Number of visitors	827

Comparison of visitor numbers from last year's exhibition

2016	2017
5518	4517

A number of seminars were held on various specialised topics, the numbers of attendees for each seminar are listed as below

VENUE	SEMINAR TOPIC	No of attendees
Bangalore Vivanta by Taj	Big Data and The Internet of Things: the areas of fastest growth in the world	16
	Student visas and Scholarships	73
	Business studies in the UK	16
	Engineering studies in the UK	26
	IELTS	29

VENUE	SEMINAR TOPIC	No of attendees
Chennai Taj Coromandel	Big Data and The Internet of Things: the areas of fastest growth in the world	13
	Student visas and Scholarships	51
	Business studies in the UK	26
	Engineering studies in the UK	33
	IELTS	42

VENUE	SEMINAR TOPIC	No of attendees
Hyderabad Vivanta by Taj- Begumpet	Business studies in the UK	11
	Student visas and Scholarships	65
	Student visas	42
	IELTS	83
	4	30

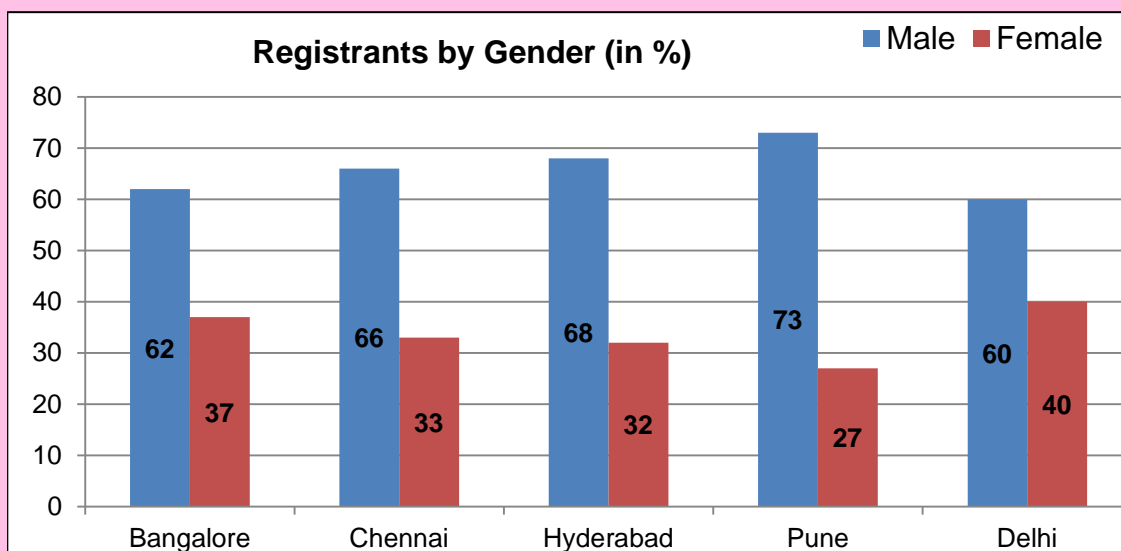
VENUE	SEMINAR TOPIC	No of attendees
Pune Sheraton Grand Pune Hotel	Business and Management studies in the UK	30
	Student visas and Scholarships	100
	Big Data and The Internet of Things: the areas of fastest growth in the world	51
	IELTS	52
	Engineering studies in the UK	26

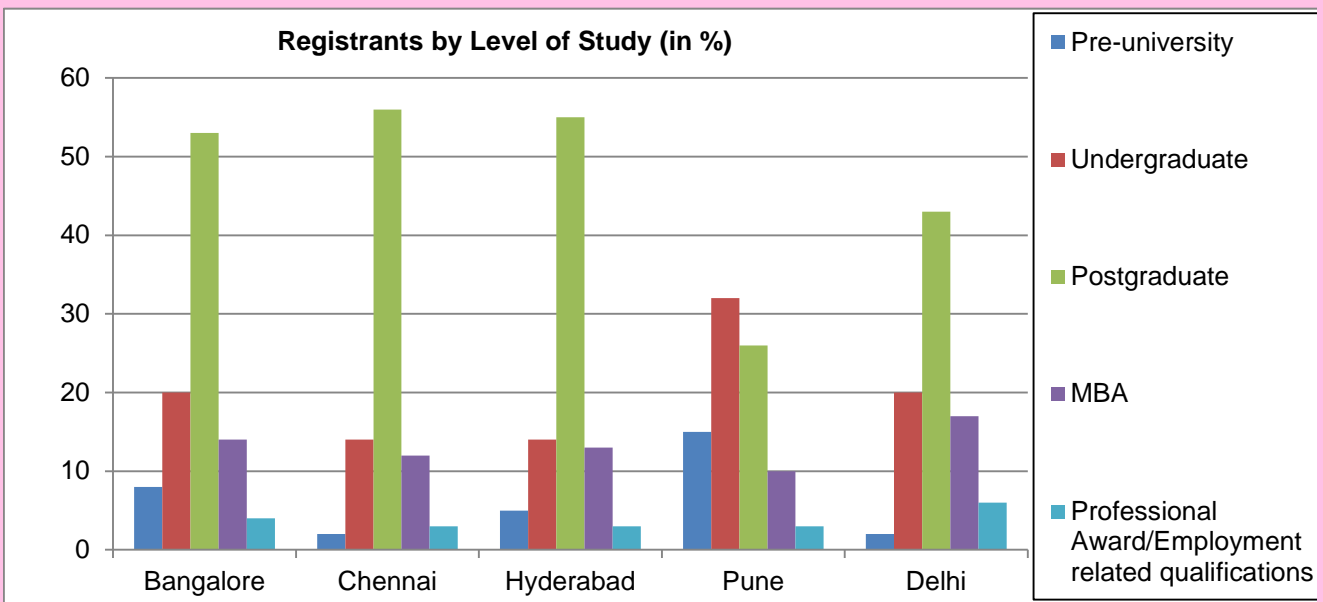
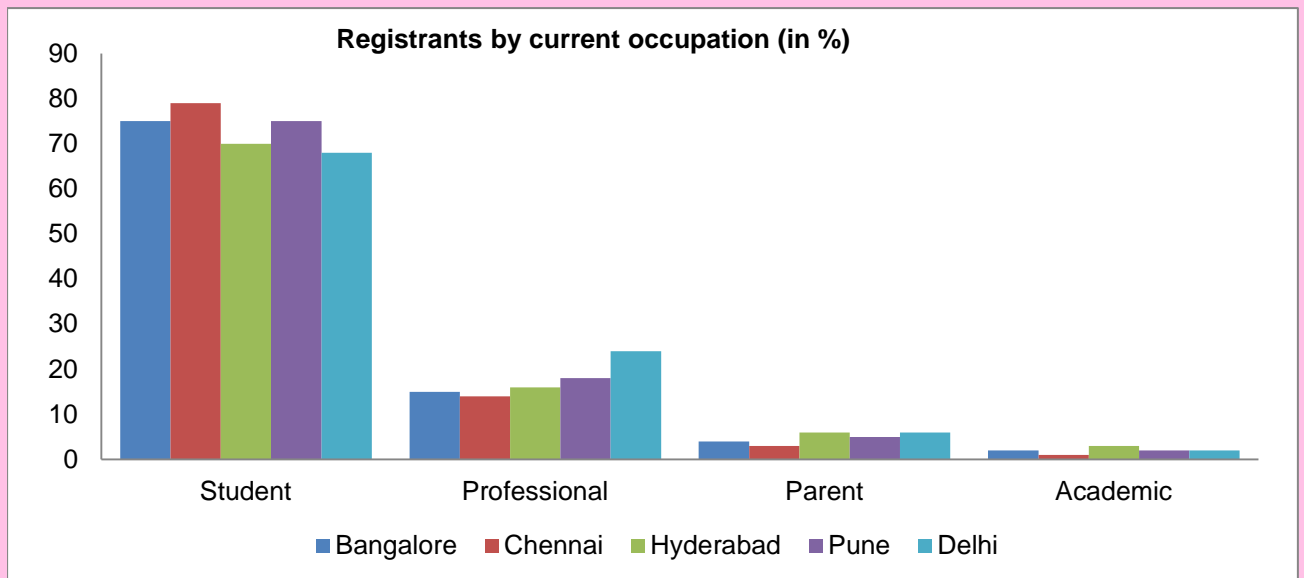
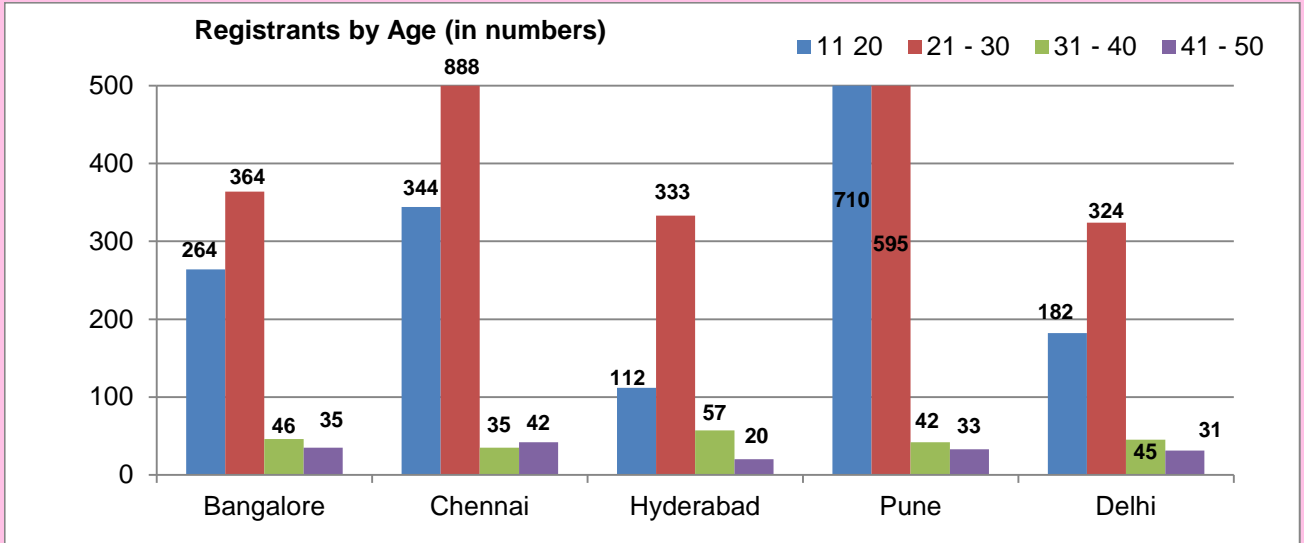
VENUE	SEMINAR TOPIC	No of attendees
Delhi The Lalit	Arts, Humanities and Social Science studies in the UK	15
	Business and Management studies in the UK	32
	Student visas and Scholarships	45
	IELTS	37

Visitors' profile

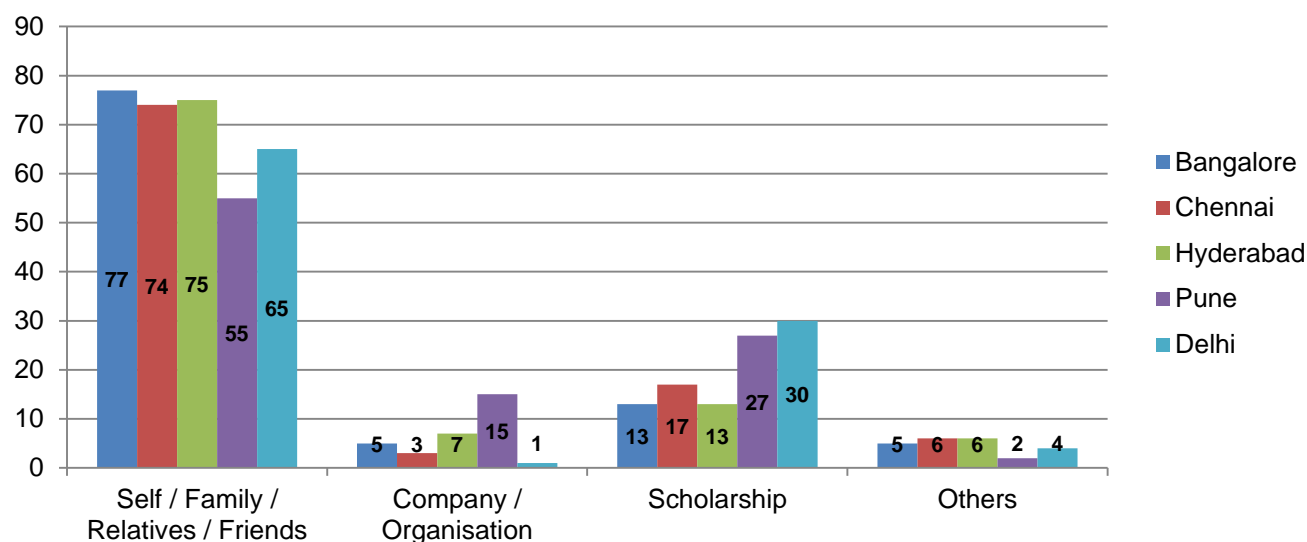
Summary

- The Exhibition in Pune was more male dominant as compared to other exhibition cities. Pune exhibition had 73% male and 27% female attendees followed by the Hyderabad exhibition which had 68% male and 32% female, Chennai had 66% male and 33% female, Bangalore with 62% male and 37% female and the Delhi exhibition had 60% male and 40% female.
- Maximum visitors at the exhibition were from the age group of 21 to 30 years, while in Pune a substantial number of visitors were from 11 to 20 years age group.
- Most of visitors at the exhibition were students, followed a small percentage of working professionals, followed by parents
- In Chennai, 56% visitors were looking for postgraduate courses followed by Hyderabad at 55%, Bangalore at 53% and Delhi at 43%. The visitors at the Pune exhibition had mixed requirements – 32% students were looking at Undergraduate courses, 26% were looking for Postgraduate courses, 10% for MBA and 15% for pre-university or foundation courses. At the Delhi and Bangalore exhibitions a substantial percentage of visitors looking at undergraduate courses.
- The demand for scholarships was highest amongst visitors in Delhi and Pune. In Delhi 30% of visitors were looking at scholarships as an option to fund their education followed by 27% visitors in Pune, 17% visitors in Chennai and 13% in Bangalore and Hyderabad respectively.
- At the Bangalore exhibition maximum visitors enquired about MBA followed by Engineering and Business courses. An increase in visitor enquiries was observed towards Law, Applied Sciences and Health/Medicine courses. In Chennai 23% percent of visitors enquired for Engineering courses followed by MBA courses and Business Studies. An increase was observed in Creative Art and Design courses amongst Chennai exhibition visitors. At the Hyderabad exhibition too MBA, Engineering and Business studies had the maximum enquiries from the visitors. At the Pune exhibition an increase was observed in the visitors for Architecture courses and Applied Science courses. In Delhi, 19% visitors enquired about Business Studies followed by 11% visitor enquiries for Engineering courses.
- Australia and Canada seemed to be popular choices of preferred countries other than the UK for visitors across all 5 cities.
- Most of the visitors to the exhibition got to know about the event through 'Newspaper adverts' followed by 'information sent by the British Council' and 'the promotion done on various internet media.





Registrants by sources of funding (in%)



Registrants by Subject Area (in %)

	Bangalore	Chennai	Hyderabad	Pune	Delhi
Agriculture and related subjects	2.98%	1.32%	2.15%	11.15%	0.93%
Applied and Pure Sciences	7.08%	5.06%	4.30%	14.43%	3.71%
Architecture, Building and Planning	3.91%	3.06%	3.23%	8.05%	1.86%
Business and Administrative Studies	12.77%	12.44%	16.67%	14.57%	18.25%
Computer and Mathematical Science	6.80%	9.01%	7.26%	6.03%	5.98%
Creative Arts and Design	6.34%	7.27%	4.84%	3.55%	6.60%
Education and Training	1.86%	2.64%	3.09%	2.07%	3.51%
Engineering and Technology	14.07%	23.99%	16.80%	12.32%	11.24%
Health and Medicine	6.90%	7.59%	6.99%	3.33%	4.33%
Humanities	6.52%	4.53%	5.11%	3.96%	10%
Law	7.64%	3.58%	5.24%	2.97%	6.60%
MBA	15.28%	13.34%	15.99%	11.29%	15.98%
Hair, Beauty and Personal Care	0.75%	0.47%	0.40%	0.54%	0.21%
Social Studies and Communications	3.45%	2.79%	3.36%	2.52%	7.22%
Travel, Tourism and Hospitality	2.98%	2.21%	2.96%	2.61%	3.61%

Registrants by other top preferred countries of study					
	Bangalore	Chennai	Hyderabad	Pune	Delhi
Australia	8.54%	10.89%	18.52%	16.76%	10.29%
Canada	9.72%	10.59%	12.28%	16.76%	10.95%
China	1.18%	1.78%	0.95%	4.35%	1.03%
France	5.11%	5.34%	4.97%	4.96%	4.90%
Germany	8.65%	8.16%	6.24%	8.36%	7.57%
Italy	2.87%	2.39%	2.43%	1.96%	2.51%
Japan	1.29%	1.47%	1.38%	1.99%	1.74%
Malaysia	0.96%	1.69%	2.22%	0.92%	0.82%
Netherlands	2.92%	4.23%	2.33%	2.30%	2.51%
New Zealand	3.09%	3.34%	2.65%	3.28%	4.19%
Singapore	6.52%	6.69%	4.13%	4.01%	5.83%
Spain	1.80%	1.23%	0.85%	1.47%	2.18%
Taiwan	0.17%	0.31%	0.32%	0.52%	0.38%
UK	33.43%	27.98%	31.32%	20.01%	29.47%
US	12.19%	12.86%	8.36%	11.12%	14.27%
Others	1.57%	1.04%	1.06%	1.23%	1.36%

Registrants by sources of information about the exhibition					
	Bangalore	Chennai	Hyderabad	Pune	Delhi
Newspapers	36.21%	32.34%	53.75%	30.15%	30.66%
Internet	8.51%	6.82%	5.29%	15.97%	20.58%
British Council	11.79%	15.80%	16.55%	33.05%	25.55%
Radio, TV	4.13%	2.50%	2.05%	2.07%	1.61%
Email	6.08%	4.79%	2.56%	4.41%	5.99%
Poster	3.16%	23.97%	2.22%	0.67%	1.31%
Friend and relative	5.47%	5.87%	8.19%	5.03%	8.18%
Fliers	0.24%	0.14%	0%	0.50%	0%
Student's association	0.36%	1.35%	1.37%	0.56%	0.58%
Newsletter	0.12%	0.27%	0.17%	0.22%	0.44%
University, Teacher	23.33%	5.13%	3.07%	6.03%	3.21%
Embassy and consulate	0.24%	0.14%	0.17%	0.06%	0.15%
Others	0.36%	0.88%	4.61%	1.28%	1.75%

Marketing

The Study UK: Discover You 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 54 adverts were released across 44 newspapers (combination of main + supplement) across the five exhibition cities. Details of city wise print media plan and outdoor promotion is available in annexure on page no 24.

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

Details of listing across all exhibition cities
Snapshot of the coverage is as below:

City	Medium	Print	Online
Bangalore	Press Conference	4	20
Chennai	Press Release	5	1
Hyderabad	Press Conference	20	1
Pune	Press Release	3	-

Bangalore

S. No.	Date	Publication	Headline
Print			
1	3-Feb-17	The Times of India	Brexit won't impact Indian students in UK: British Council
2	5-Feb-17	Kannada Prabha	British Council Announces 198 Scholarships
Online			
1	3-Feb-17	Business Standard	Britain offers 198 scholarships to Indian students
2	3-Feb-17	United News of India	British Council announces million pound scholarship to students
3	3-Feb-17	The People	Post Britain offers 198 scholarships to Indian students
4	3-Feb-17	This is my India	Britain offers 198 scholarships to Indian students
5	3-Feb-17	Yahoo News	Britain offers 198 scholarships to Indian students
6	3-Feb-17	Prokerela India	Britain offers 198 scholarships to Indian students
7	3-Feb-17	Daily World	Britain offers 198 scholarships to Indian students
8	3-Feb-17	Web India 123	Britain offers 198 scholarships to Indian students
9	3-Feb-17	Punjab Tribune	Britain offers 198 scholarships to Indian students
10	3-Feb-17	Sify News	Britain offers 198 scholarships to Indian students
11	3-Feb-17	Social News XYZ	Britain offers 198 scholarships to Indian students
12	3-Feb-17	Web India 123	British Council announces million pound scholarship to student
13	3-Feb-17	Nerve.in	Britain offers 198 scholarships to Indian students
14	1-Feb-17	Chennai Patrika	British Council's "Study UK: Discover You" exhibition
15	4-Feb-17	WN.com	Britain offers 198 scholarships to Indian students
16	3-Feb-17	The Times of India	Brexit won't impact Indian students in UK: British Council
17	3-Feb-17	Times Now	UK Will Not Lose Sheen As Most Popular Study Destination
18	3-Feb-17	DNA	UK Will Not Lose Sheen As Most Popular Study Destination
19	3-Feb-17	India Today	UK Will Not Lose Sheen As Most Popular Study Destination
20	3-Feb-17	Nampa Press Agency	UK will not lose its sheen as most popular

Chennai

S. No.	Date	Publication	Headline
Print			
1	3-Feb-17	DT Campus	British Council announces Great Scholarship 2107
Listing			
1	4-Feb-17	Deccan Chronicle	Chennai Chronicle Miscellaneous
2	3-Feb-17	Deccan Chronicle	Chennai Chronicle Activities
3	2-Feb-17	Deccan Chronicle	Chennai Chronicle Activities
4	1-Feb-17	Deccan Chronicle	Chennai Chronicle Activities
Online			
3	1-Feb-17	Chennai Patrika	British Council's "Study UK: Discover You" exhibition

Hyderabad

S.No	Date	Publication	Headline
Print			
1	7-Feb-17	The Hindu	Exhibition on UK scholarships today
2	7-Feb-17	The New Indian Express	Indian students do not use opportunities to study in the UK
3	7-Feb-17	The Times of India	UK charms Indian students with 'Great Scholarships
4	8-Feb-17	Telangana Today	Edu fair clears many a doubt
5	7-Feb-17	Telangana Today	Brexit won't impact students, says British Council
6	7-Feb-17	The Hans India	Hans
7	8-Feb-17	Eenadu	Edu fair clears many a doubt
8	8-Feb-17	NamasteTelangana	Edu fair clears many a doubt
9	7-Feb-17	NamasteTelangana	British Council announces Britain Scholarships to 198 students
10	8-Feb-17	Sakshi	Edu fair clears many a doubt
11	7-Feb-17	Andhra Jyoti	British Council announces Britain Scholarships
12	7-Feb-17	Eenadu	British Council Exhibition on UK scholarships today
13	7-Feb-17	Sakshi	British Council Exhibition on UK scholarships today
14	7-Feb-17	Siasat	British Council announces Britain Scholarships
15	7-Feb-17	Surya	British Council Exhibition on UK scholarships today
16	7-Feb-17	Hindi Milap	British Council announces great India scholarships
Pre-Event Listing			
1	3-Feb-17	The Hindi	Your Week
2	3-Feb-17	The Hans	Activities
3	3-Feb-17	Hindi Milap	Scholarship Exhibition on 7th
3	2-Feb-17	The Hans	More
4	1-Feb-17	The Hans	Workshop
Online			
1	3-Feb-17	Siasat Daily	Hyderabad: Events to watch this week

Pune

S.No	Date	Publication	Headline
Print			
1	12-Feb-17	DNA Times	British Council announces GREAT Scholarships India 2017 in Pune
2	11-Feb-17	Power of Voice	British Council announces GREAT Scholarships India 2017 in Pune
3	10-Feb-17	My Pune Express	British Council announces GREAT Scholarships India 2017 in Pune

Example of print adverts

STUDY UK EXHIBITION 2017

FRIDAY 3 FEBRUARY 2017 • 2.00-7.00 P.M.
VIVANTA BY TAJ, 1 M G ROAD, BANGALORE

Get information on studying and living in the UK and take advice from representatives of more than 50 UK institutions. Attend career orientation and student visa seminars.

Entry is free
Pre-register at www.britishcouncil.in/events/study-uk-discover-you-exhibitions-february-2017 for express entry or simply turn up and register on the day.

For further information
0120 4684353
0120 4569000
indiacustomercare@britishcouncil.org
study-uk.britishcouncil.org

BRITISH COUNCIL
STUDY UK DISCOVER YOU
GREAT
INDIA & NORTHERN IRELAND

Example of print adverts

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BRITISH COUNCIL
STUDY UK DISCOVER YOU
GREAT
INDIA & NORTHERN IRELAND

STUDY UK EXHIBITION 2017

SATURDAY 11 FEBRUARY 2017 • 1.00-6.00 P.M.
THE LALIT, BARAKHAMBA AVENUE, CONNAUGHT PLACE, DELHI

Get information on studying and living in the UK and take advice from representatives of more than 35 UK institutions. Attend career orientation and student visa seminars.

Entry is free
Pre-register at www.britishcouncil.in/events/study-uk-discover-you-exhibitions-february-2017 for express entry or simply turn up and register on the day.

For further information
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BRITISH COUNCIL
STUDY UK DISCOVER YOU
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Outdoor publicity:



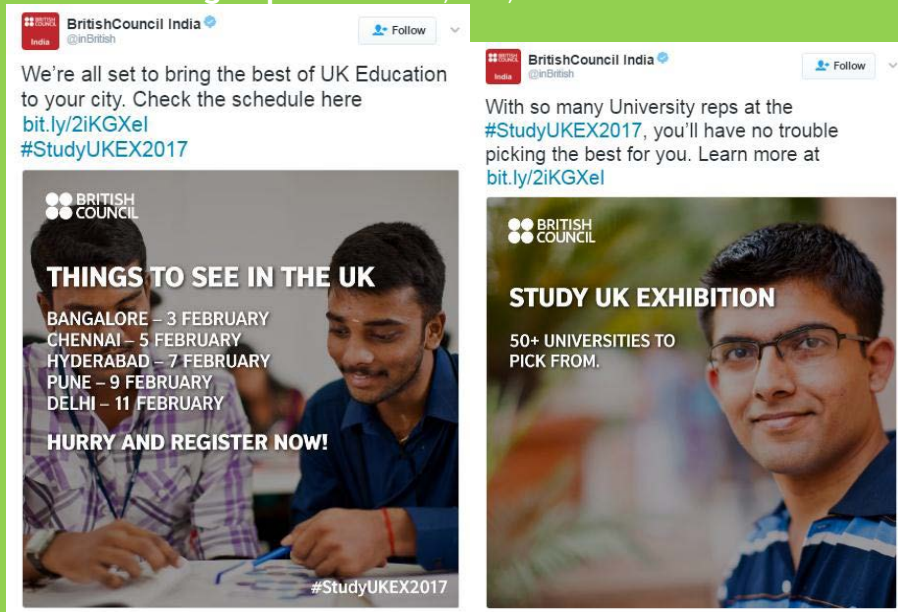
Online publicity:

The multi city exhibition was promoted on social media platforms from 5 January to 11 February 2107.

The exhibition was widely promoted through organic and paid mediums on Facebook, Twitter and Google.

Twitter:

- Reach: 94,090
- Hashtag Impressions: 1,302,333



Facebook : Organic

- Reach : 52 ,641
- Hashtag Impressions: 74,361



- The campaign generated over 1.3 million impressions
- Total reach was 150,000

Paid promotions: Facebook, Google Search and Display

Total:

Impressions	Clicks	CTR
3,574,067	83,648	2.34

Channel	Impressions	Clicks
Search	350,363	7,446
Display	1,955,160	25,587
Facebook	1,268,544	50,615

Insights about the Google Search paid promotion

- Maximum impressions were served in Chennai which may imply that ‘intend to study’ was the highest in Chennai
- Interestingly CTR was the highest in Pune. This implies that the online audience in Pune found our adverts very informative
- “Scholarships” and “MBA” were the most popular search terms that got us clicks.
- Pune had the highest response/click rate at 24%
- Keywords “Interest, Topic “ were targeted and banner adverts were placed on most relevant sites to increase the British Council brand visibility

Insights about the Facebook paid promotion

City	Impressions	Clicks
Bengaluru	250,193	9,745
Chennai	224,590	5,318
Hyderabad	169,292	4,736
Pune	233,062	14,196
Delhi	391,407	16,620

- Maximum audience engagement was in Pune with a CTR of 6.09% followed by Delhi and Bangalore.
- Users in the age group 25-34 years followed our adverts, followed by audience from 18-24 age group
- Maximum clicks on Facebook ads have come from Android smartphones followed by desktop

Summary

- The maximum conversion from online promotion was through the Google Display adverts, followed by audience search on British Council website
- In terms of internal promotion – information for the exhibition was sent via an emailer to schools and colleges in each city. Maximum conversion was for Chennai and Hyderabad with a conversion rate of over 20%. The conversion from the mailer sent to Library database in Pune was 24%.

Visitor's Feedback

Summary

- 92% visitors received the information they were seeking by attending the exhibition
- 56% visitors that came for the exhibition were interested in making an application to the UK this year
- 44% visitors found the QR codes useful to download the institution prospectus
- 61% visitors commented that the exhibition was a high quality event
- 59% visitors at the exhibition mentioned that they acquired useful information and knowledge

		Bangalore	Chennai	Hyderabad	Pune	Delhi	Average
(data in percentages)							
1	Did you get all the information you were seeking						
	Yes	95	94	88	94	91	92.4
	No	5	5	6	4	9	5.8
	Blank	0	1	5	2	0	1.6
2	Will you be making an application to the UK now						
	Yes	54	48	58	53	65	55.6
	No	31	38	36	45	34	36.8
	Blank	15	14	7	2	1	7.8
3	The Exhibition met my expectations						
	Strongly agree	35	28	13	26	27	25.8
	Agree	60	64	72	65	60	64.2
	Neither	3	3	8	4	8	5.2
	Disagree	0	1	2	3	3	1.8
	Strongly disagree	1	0	0	1	2	0.80
	Blank	1	4	5	1	0	2.2
4	Overall, the exhibition was a high quality event						
	Strongly agree	41	26	11	36	28	28.4
	Agree	52	67	76	54	59	61.6
	Neither	5	1	4	7	8	5
	Disagree	0	1	1	1	3	1.2
	Strongly disagree	1	1	1	1	2	1.2
	Blank	2	5	8	1	0	3.2
5	I have acquired knowledge about UK education from attending the exhibition						
	Strongly agree	35	18	12	33	32	26
	Agree	55	56	73	57	54	59
	Neither	4	2	3	6	10	5
	Disagree	2	1	1	2	1	1.4
	Strongly disagree	1	1	1	1	3	1.4
	Blank	3	23	10	1	0	7.4

	Bangalore	Chennai	Hyderabad	Pune	Delhi	Average	
(data in percentages)							
6	Your understanding of what the UK has to offer as a place to study						
0	1	1	1	1	0	0.8	
1	1	2	0	1	1	1	
2	0	0	3	1	2	1.2	
3	2	4	4	3	2	3	
4	2	4	4	6	3	3.8	
5	6	15	12	1	11	9	
6	14	5	12	9	13	10.6	
7	17	19	13	10	20	15.8	
8	22	28	12	16	27	21	
9	19	8	8	27	13	15	
10	10	13	10	14	8	11	
Blank	8	4	22	11	0	9	
7	Your perception of the attractiveness of the UK as a place to study						
0	1	1	2	1	1	1.20	
1	1	1	0	1	0	0.60	
2	0	1	2	1	1	1.00	
3	1	4	4	1	1	2.20	
4	2	5	4	4	3	3.60	
5	10	8	10	10	13	10.20	
6	11	8	8	8	10	9.00	
7	15	16	12	14	24	16.20	
8	25	23	14	24	21	21.40	
9	17	15	9	17	16	14.80	
10	14	16	12	15	10	13.40	
Blank	5	5	24	4	0	7.60	
8	Your intention to study/have your child study in the UK						
0	4	5	1	2	2	2.80	
1	1	1	0	1	1	0.80	
2	1	1	3	1	1	1.40	
3	1	1	1	2	3	1.60	
4	2	5	3	4	4	3.60	
5	8	11	6	9	10	8.80	
6	8	7	5	8	11	7.80	
7	18	19	13	12	18	16.00	
8	16	15	11	20	26	17.60	
9	14	16	5	15	13	12.60	
10	19	14	11	16	11	14.20	
Blank	9	8	42	10	0	13.80	
9	How would you rate the quality of service/s you have received						
Excellent	37	24	19	41	25	29.20	
Good	55	68	49	51	56	55.80	
Average	4	3	8	5	15	7.00	
Bad	0	0	1	0	3	0.80	
Very bad	1	1	1	1	1	1.00	
Blank	3	5	23	2	0	6.60	

		Bangalore	Chennai	Hyderabad	Pune	Delhi	Average
(data in percentages)							
10	Have you taken part in any of the following activities organised by the British Council in the last 12 months						
	Education UK Exhibition	12	10	9	14	9	10.80
	IELTS	9	10	15	14	17	13.00
	Education UK Briefing	0	2	0	1	18	4.20
	No	64	58	28	69	54	54.60
	Others	4	1	1	1	2	1.80
	Blank	12	20	48	1	0	16.20
11	Did you find the UK Institution QR codes useful						
	Strongly agree	5	7	4	10	7	6.60
	Agree	45	43	17	51	62	43.60
	Neither	28	25	18	25	28	24.80
	Disagree	2	5	2	5	2	3.20
	Strongly disagree	1	1	0	1	1	0.80
	Blank	18	21	59	8	0	21.20
12	Did you attend any of the subject seminars						
	Yes	16	15	12	34	29	35.33
	No	70	65	40	63	56	98.00
	Blank	14	20	48	3	15	33.33
13	Did you find the seminar useful						
	Extremely useful	7	1	3	11	5	9.00
	Useful	18	14	7	19	32	30.00
	Average	4	5	4	3	3	6.33
	Bad	0	0	1	1	1	1.00
	Very bad	2	0	0	1	2	1.67
	Blank	69	80	85	4	57	98.33
14	Did you attend the students visa seminar						
	Yes	17	10	8	23	28	28.67
	No	68	65	36	73	55	99.00
	Blank	15	25	55	4	17	38.67
15	Did you meet the officer at the UK Visas and Immigration stall?						
	Yes	34	16	9	35	31	25.00
	No	50	39	30	60	53	46.40
	Blank	16	45	61	5	16	28.60

		Bangalore	Chennai	Hyderabad	Pune	Delhi	Average
(data in percentages)							
16	Did you find the information you received useful						
	Extremely useful	4	3	0	9	4	4.00
	Useful	15	10	2	19	25	14.20
	Average	2	8	0	4	9	4.60
	Bad	1	3	0	0	4	1.60
	Very bad	1	1	0	0	1	0.60
	Blank	78	76	98	3	57	62.40
18	How likely is it that you would recommend the British Council to a friend or colleague						
	0	1	0	1	1	1	0.80
	1	1	0	0	0	0	0.20
	2	0	1	1	1	1	0.80
	3	1	2	1	2	3	1.80
	4	2	3	3	2	2	2.40
	5	6	6	6	7	7	6.40
	6	1	0	1	7	7	3.20
	7	11	13	9	10	16	11.80
	8	18	18	7	21	29	18.60
	9	14	13	9	19	16	14.20
	10	26	22	8	27	18	20.20
	Blank	19	25	55	3	0	20.40
18	Would you like to receive other information from the British Council on regular basis						
	Yes	65	67	27	75	67	60.20
	No	20	13	14	23	33	20.60
	Blank	15	20	59	2	0	19.20

Exhibitor's Feedback

Summary

- Overall, 72% delegates mentioned that the exhibition met their expectations and 71% delegates commented that the exhibition was a high quality event
- 39% delegates were new to the India exhibition and this as their first one
- 50% delegates commented that they shall attend the exhibition next year

	Bangalore	Chennai	Hyderabad	Pune	Delhi	Average
(Input figures in percentage)						
How would you rate the duration of the event						
Too long	2	2	5	0	14	5
Just right	84	95	90	100	86	91
Too short	0	0	0	0	0	0
Blank	14	2	5	0	0	4
What were your objectives for coming						
Recruitment	12	20	15	15	6	14
Profile raising	2	0	0	0	5	1
Both	64	77	75	85	86	77
Blank	22	2	10	0	3	7
What is the assessment of the visitors to your desk						
Good number and good quality	52	61	45	79	50	57
Good quality only	22	11	10	9	25	15
Good number only	10	16	35	6	14	16
Disappointing	0	2	0	0	11	3
Blank	16	9	10	6	0	8
Please give your assessment of the exhibition in terms the below						
i. Promotion of the event						
Very Good	20	23	10	27	22	20
Good	54	68	70	61	58	62
Satisfactory	2	5	5	6	11	6
Unsatisfactory	2	0	0	0	3	1
Blank	6	5	15	6	6	8
ii. Branding at the event						
Very Good	30	30	15	27	28	26
Good	50	57	65	58	50	56
Satisfactory	0	9	5	9	14	7
Unsatisfactory	0	0	0	0	8	2
Blank	20	5	15	6	0	9
iii. Overall exhibition						
Very Good	30	20	15	27	14	21
Good	42	70	65	61	61	60
Satisfactory	8	2	10	6	11	7
Unsatisfactory	2	2	0	0	6	2
Blank	18	5	10	6	8	9

	Bangalore	Chennai	Hyderabad	Pune	Delhi	Average
(Input figures in percentage)						
Please give us your views on the innovations made at the exhibitions this year						
i. QR codes						
Very Good	18	16	15	19	25	19
Good	34	45	35	33	33	36
Satisfactory	20	2	20	3	17	12
Unsatisfactory	0	0	5	0	3	2
Blank	28	36	25	45	22	31
ii. Video wall						
Very Good	14	18	15	12	22	20
Good	42	45	35	40	25	47
Satisfactory	10	5	20	0	22	14
Unsatisfactory	6	0	0	0	3	2
Blank	28	32	30	48	28	42
How would you rate the support to your business needs provided by the British Council						
i. Before the event						
Very Good	32	32	15	30	28	27
Good	46	55	75	58	56	58
Satisfactory	2	9	5	12	8	7
Unsatisfactory	0	0	0	0	3	1
Blank	20	5	5	0	5	7
ii. During the event						
Very Good	30	32	20	24	28	27
Good	48	57	70	58	53	57
Satisfactory	2	7	5	15	11	8
Unsatisfactory	0	0	0	0	3	1
Blank	20	5	5	3	5	8
Did the exhibition meet your expectations						
Agree strongly	16	14	15	24	6	15
Agree	64	77	75	73	69	72
Disagree	0	2	5	0	14	4
Strongly Disagree	2	2	0	0	8	2
Blank	18	5	5	3	3	7
Overall, the exhibition was a high quality event						
Agree strongly	18	18	10	24	11	16
Strongly	60	73	85	73	64	71
Disagree	2	2	0	0	14	4
Strongly Disagree	2	2	0	0	5	2
Blank	18	5	5	3	6	7

	Bangalore	Chennai	Hyderabad	Pune	Delhi	Average
(Input figures in percentage)						
I have acquired knowledge about the market from participating at the exhibition						
Agree strongly	16	11	10	18	8	13
Strongly	48	68	65	67	53	60
Disagree	18	16	20	9	25	18
Strongly Disagree	0	0	0	0	6	1
Blank	18	5	5	6	8	8
How was this exhibition compared to last year						
Much better	4	2	10	6	0	4
Better	10	16	15	24	14	16
Same	28	34	10	16	28	23
Worse	2	7	0	3	3	3
Much worse	2	2	0	0	2	1
Didn't attend	34	34	50	40	36	39
Blank	20	5	15	12	17	14
Did you book the hotel and internal travel through our recommended travel agents						
Yes	18	20	15	18	17	18
No	64	75	80	73	72	73
Blank	18	5	5	9	11	10
Would your institution consider attending a similar event next year						
Yes	50	48	40	61	53	50
No	0	2	0	3	6	2
Undecided	32	45	45	33	30	37
Blank	18	5	15	3	11	10

Feedback from exhibitors:

- Thanks. Well organised event. We hope the visa situation in Hyderabad has improved. Now that there is interest and better quality. We will be happy with some conversions – Teesside University
- Glad for the response thanks and all the appreciation for such a good event this year - University of Sunderland
- Really good event, Thank you! – University of Sussex
- Too many agents fairs at the same time, I think this explains the lower numbers seen this year – University for the Creative Arts
- Try and run a session UCAS for students / parents who need to apply via UCAS – Leeds Beckett University

Future steps

British Council

- Most delegates have requested for better Wi-Fi facility and have requested for free Wi-Fi in the entire venue without any restriction on number of devices. We will be working towards having a similar arrangement for future exhibitions
- UK Institutions had recommended that we split the two day Delhi event into a one day event in November and one day in February. We followed this format for the 2016-17 exhibitions and held a single day exhibition in each month. This proved to be successful and most delegates were happy about the same.
- At the exhibitions, we have observed visitors enquiring about niche courses like Medicine Health care, Creative Arts, Architecture etc. We will be focusing on creating platforms for UK institutions to explore recruitment and partnership opportunities in these subject areas so that delegates/academics can meet students and local education providers face to face to extend their institution's offer including courses, scholarships etc. which will indirectly enhance recruitment opportunities.

UK Institutions

- This year a large number of delegates have given feedback that the agent fairs that are held alongside the exhibitions are hampering student numbers to the exhibitions. Agent exhibitions are held alongside the Study UK: Discover You exhibitions for many years and it has impacted the number and quality of students visiting our fairs. From the last few years British Council has been advising UK institutions to seek minimum agents support at the exhibitions. This will enhance the brand value of UK, and it shall also ensure that numbers at the exhibition remain consistent and do not decline.
- We have observed increase of student interest in new subject areas like Applied and Pure Sciences, Medicine (particularly in Bangalore), Art and Design etc. The upcoming subject trends indicate that Indian students are looking at other subjects other than the traditional Management and Engineering courses and UK institutions should proactively speak about other courses as well. UK institutions can look at subject trends from this report or can analyse data collected at the stall to get more information on newer subject trends.
- We advise UK institutions to work proactively with their successful alumni so they can act as institution brand ambassadors to promote UK education and the institution. Alumni should be involved at exhibitions and should meet and speak to prospective students to provide a reassurance about their decision on choosing UK as a study destination.

Appendix

List of Exhibitors (Alphabetical Order):

Sr.Nos	Name of the Institution	41	Northumbria University
1	Aberystwyth University	42	The University of Nottingham
2	University of the Arts London	43	University of Plymouth
3	Aston University	44	University of Portsmouth
4	Bangor University	45	Queen Mary, University of London
5	University of Bath	46	Queen's University Belfast
6	The University of Birmingham	47	The University of Reading
7	Bournemouth University	48	Regents University London
8	BPP University	49	The Royal Agricultural University
9	University of Bristol	50	Royal Holloway, University Of London
10	Canterbury Christ Church University	51	St George's, University Of London
11	City, University of London	52	St Mary's University, Twickenham
12	Cranfield University	53	SOAS
13	University for the Creative Arts	54	Sheffield Hallam University
14	University of Dundee	55	The University of Sheffield
15	University of East Anglia	56	University of Southampton
16	Edinburgh Napier University	57	Staffordshire University
17	University of Essex	58	University of Strathclyde
18	University of Exeter	59	University of Sunderland
19	The Glasgow School of Art	60	University of Surrey
20	University of Glasgow	61	University of Sussex
21	Goldsmiths, University of London	62	Teesside University
22	Heriot-Watt University	63	University of Wales Trinity Saint David
23	University of Kent	64	University of Warwick
24	King's College London	65	University of Westminster
25	Kingston University London	66	The University of York
26	University of Law	67	York St John University
27	Leeds Beckett University		
28	Leeds Trinity University		
29	University of Leeds		
30	University of Lincoln		
31	Liverpool John Moores University		
32	University of London International Programmes		
33	University College London		
34	London Metropolitan University		
35	Manchester Metropolitan University		
36	The University of Manchester		
37	Middlesex University		
38	Navitas UK		
39	Newcastle University		
40	University of Northampton		

Details of print and outdoor publicity

Advertising and promotion plan

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

BANGALORE

- Print advertising: Print advertisements were carried out in 12 newspapers across Bangalore between 28 January 2017 and 3 February 2017.

Publication	Edition	Size in cms			No. of Ins	Circulation in 000s
		W	H	Sq.cm		
Deccan Herald	Bangalore City	12	20	240	1	185
Times of India (combo)	Bangalore	12	16	192	1	475
Bangalore Times	Bangalore	12	16	192	1	475
Deccan Herald	Bangalore City	12	20	240	1	185
Free ad in Bangalore Mirror	Bangalore	12	16	192	1	130
Star of Mysore	Mysore	12	16	192	1	43
Free ad in DH Education (Thu)	All Karnataka	12	20	240	1	185
Vijay Karnataka	Bangalore	12	20	240	1	275
Times of India	Bangalore	12	20	240	1	475
Deccan Chronicle	Bangalore	12	16	192	1	150
Free ad in DH Metro Life	Bangalore city	12	20	240	1	185
The Hindu Main (combo)	Bangalore	12.2	16	195.2	1	145

- Radio campaign: Radio spots were released in two popular radio channels – Indigo and Radio city from 30 January to 3 February
- Outdoor: Banners were placed at the popular malls for a period of two weeks at the following locations:
 - Garuda Mall
 - 1 MG Road Mall
- Others: Digital versions of flyers promoting the exhibitions were sent to 115 local institutions, 2500 library database, IELTS database, student database of 7500 students collected at events and visits and 30 agent offices

CHENNAI

- Print advertising: Print promotion was carried out in 9 newspapers across Chennai between 30 January 2017 and 5 February 2017.

Publication	Edition	Size in cms			No. of Ins	Circulation in 000s
		W	H	Sq.cm		
The Hindu Main	Chennai	12	16	192	1	350
Hindu Tamil 1+1 offer	Chennai	12	16	192	1	75
Dinamalar	Chennai	12	16	192	1	173
Times of India	Chennai	12	16	192	1	300
Daily Thanthi	Chennai	12	16	192	1	491
Free Ad in DT Next	Chennai	12	16	192	1	491
The Hindu Main	Chennai	12.2	16	195.2	1	350
Deccan Chronicle	Chennai	12	16	192	1	150
Hindu Tamil 1+1 offer	Chennai	12	16	192	1	75

- Radio campaign : Radio spots were released in three popular radio channels - Radio Mirchi, Radio city and Chennai Live in Chennai from 31 January to 5 February
- Outdoor: A banner were placed at Sathyam Theatres for a period of two weeks
- Others: Digital versions of flyers promoting the exhibitions were sent to 160 local institutions, 5000 library database, IELTS database, 1100 Teaching centre database , 9000 student database collected during events and briefings and 40 agent offices

HYDERABAD

- Print advertising: Print promotion was carried out in 4 newspapers across Hyderabad from 7 to 7 February 2017.

Publication	Edition	Size in cms			No. of Ins	Circulation in 000s
		W	H	Sq.cm		
Times of India	Hyderabad	12	16	192	1	232
The Hindu Main	Hyderabad	12.2	16	195.2	1	142
Eenadu (Mon-Thu)	Hyderabad	12	16	192	1	430
Deccan Chronicle	Hyderabad	12	16	192	1	575

- Others: Digital versions of flyers promoting the exhibitions were sent to 80 local institutions, 2000 library database, IELTS database, 2000 student database collected during events and briefings and 45 agent offices

PUNE

- Print advertising: Print promotion was carried out in 10 newspapers across Pune from 1 to 10 February 2017.

Name of Newspaper	Language	Circulation ('000)	City
Time of India	English	221	Pune
Maharashtra Times	Marathi	332	Pune
Economic Times	English	27	Pune
Pune Times	English	175	Pune
Sakal	Marathi	597	Pune
Sakal Times	English	130	Pune
Education Times	English	175	Pune
Pune Mirror	English	86	Pune
Indian Express - Newline	English	75	Pune
Loksatta - Vruttant	Marathi	63	Pune

- Radio campaign : Radio spots were released in two popular radio channels - Radio Mirchi and Red FM in Pune for a period of 7 days
- Others: Digital versions of flyers promoting the exhibitions were sent to 180 local institutions, 3387 library database, IELTS database, 8000 student database collected during events and briefings and 22 agent offices. In college activity to promote the exhibition and get students to register online; the activity was carried out over 9 select institutions

DELHI

- Print advertising: Print promotion was carried out in 9 newspapers across Delhi from 1 to 11 February 2017

S. No	Publication	Edition	No. of inserts	Circulation
1	Times of India Main	Delhi + NCR	2	12.5 Lac
2	Education Times	Delhi + NCR	1	12.5 Lac
3	Navbharat Times	Delhi + NCR	1	6.30 Lac
4	Gurgaon Times	Gurgaon	1	2 Lac
5	HT Education	Delhi + NCR	1	11.5 Lac
6	DT Dwarka	Dwarka	1	40 K
7	HT City	Delhi + NCR	1	11.5 Lac
8	Economics Times	Delhi + NCR	1	2.3 Lac
9	Delhi Times	Delhi + NCR	1	11.5 Lac

- Radio campaign : Radio spots were released in two popular radio channels - Radio Mirchi and Red City in Delhi for a period of 6 days
- Others: Digital versions of flyers promoting the exhibitions were sent to 200 local institutions, library database, IELTS database, 5169 student database collected during events and briefings. 40 local institutions were visited over a span of 5 days to promote the exhibition.

Photographs taken at the exhibition



All India briefing in Bangalore



Launch of the report during the briefing



A GREAT Scholar being felicitated by Richard Everitt and Mei-Kwei Barker



Students at the Bangalore exhibition



Students at the Bangalore exhibition



Chennai exhibition



Students at the Chennai exhibition



Schools students in Hyderabad attending the exhibition



Students at the Hyderabad exhibition



Registration queue at the Pune exhibition



Visa session at the Pune exhibition



UK delegate delivering a seminar at the Delhi exhibition



Students at the Delhi exhibition

Press Coverage

UK charms Indian students with 'Great Scholarships'

British Council Announces ₹8.38Cr Scheme

TIMES NEWS NETWORK

Hyderabad: To draw more Indian students to pursue higher education in the United Kingdom, the British Council here on Monday announced ₹8.38 crore 'Great Scholarships 2017' scheme.

As part of the 'Great Britain' campaign, the council has come up with a new proposition 'Study UK: Discover You' wherein students can avail 198 'Great scholarships' in subject areas ranging from art and design to engineering, law and management. A total of 29 under-graduate and 169 post-graduate scholarships will be provided to students in various fields.

For students to explore options, British Council is set to host an exhibition on 'Study UK: Discover You' at Hotel Taj Vivanta, Begumpet on February 7 from 2pm to 7pm where representatives from 20 UK



Director of British Council Mei-kwei Barker and British deputy high commissioner, Hyderabad, Andrew McAllister in Hyderabad on Monday

universities will be available to resolve queries. Students can get all their questions answered on course choices, visas, applications, scholarships and more. Moreover, students can also benefit from career seminars on MBA, IT, and engineering, manufacturing coupled with insightful

tan University, University of Bristol among others.

Apart from this, a mobile App has also been launched by the British Council on 'Study UK: Discover You' exhibition wherein students and parents can plan their visit to the exhibition. The App contains all necessary information about UK-based institutions. "The UK hosts four of the top 10 universities. Visas issued to Indian students has seen an increase of six percent in the last three quarters as compared to the previous year. Nearly 20,000 students from India visit UK for higher studies every year," said Mei-kwei Barker, director of British Council, South India.

Explaining further on the Chevening, British government's flagship programme, Andrew McAllister, British deputy high commissioner, Hyderabad said, "The number of applications that we get for Chevening are not enough. Chevening is mostly for mid-level and senior level professionals who can visit UK and get an opportunity to learn in various fields for a period of two to three months."

Edu fair clears many a doubt



OPPORTUNITIES AHEAD: Students along with their parents at the Study UK fair on Tuesday.
— Photo: Hrudayanand

CITY BUREAU
Hyderabad

The British Council organised Study UK-Discover You, an education fair for students in the city who wish to pursue higher education in the UK on Tuesday.

Students along with their parents in large number participated in the fair and got

their doubts cleared about the colleges that offer courses they were looking for.

A total of 20 varsities including, University of the Arts London, Aston University, BPP University, University of Bristol, Canterbury Christ Church University, Edinburgh Napier University, Kingston University London, Univer-

sity of Law, University of Lincoln, Liverpool John Moores University and London Metropolitan University participated in the fair.

Apart from clearing doubts on the admissions and courses offered, students were also given information about the IELTS, UK Visa and Immigration, UK government scholarships for international students.

ब्रिटिश काउंसिल ने की ग्रेट इंडिया स्कॉलरशिप की घोषणा

हैदराबाद, 6 फरवरी-(एफ एम सलीम)

ब्रिटिश काउंसिल ने आज घोषणा की कि इस वर्ष यूके के 40 विश्वविद्यालयों में कला, इंजीनियरिंग तथा प्रबंधन की शिक्षा प्राप्त करने वाले 198 विद्यार्थियों को ग्रेट स्कॉलरशिप प्रदान की जाएगी। विभिन्न विषयों में यह छात्रवृत्ति 1 मिलियन यूरो पर आधारित होगी।

ब्रिटिश काउंसिल के दक्षिण भारतीय निदेशक मैक्वी बार्कर ने आज यहाँ संवाददाताओं को बताया कि ग्रेट ब्रिटेन अभियान के अंतर्गत विद्यार्थियों को यूके स्थित विश्वविद्यालयों में अध्ययन हेतु आकर्षित करने के उद्देश्य से मंगलवार, 7 फरवरी को होटल विवांटा बाई ताज, बेगमपेट में दोपहर 2 से शाम 7

बजे तक प्रदर्शनी का आयोजन किया जाएगा, जिसमें यूके में शिक्षा प्राप्त करने के इच्छुक युवा भाग ले सकते हैं। प्रदर्शनी में यूके के विश्वविद्यालय अपने पाठ्यक्रमों के बारे में विस्तृत जानकारी प्रस्तुत करेंगे। इस दौरान एमबीए, आईटी एवं इंजीनियरिंग तथा अन्य पाठ्यक्रमों में कैरियर की संभावनाओं पर एक संगोष्ठी का आयोजन भी किया जाएगा। अवसर पर ब्रिटिश काउंसिल द्वारा मोबाइल ऐप भी लांच किया जाएगा। ब्रिटिश काउंसिल द्वारा यह देश में अपनी तरह का पहला कार्यक्रम है। इस वर्ष 29 छात्रवृत्तियाँ स्नातक तथा 169 छात्रवृत्तियाँ स्नातकोत्तर पाठ्यक्रमों के लिए प्रदान की जाएँगी।

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గ్రేట్ స్కాలర్షిప్స్ ఇండియాను ప్రకటించిన బ్రిటిష్ కౌన్సిల్

హైదరాబాద్: ఆక్స్, డిజైన్, ఇంజనీరింగ్, న్యాయ మరియు మేనేజ్మెంట్ తదితర విభాగాల్లో 40 యంతె విశ్వవిద్యాలయాల్లో విద్యను అభ్యసించేందుకు 'స్టడీ యుకె : డిస్కవర్ యూ' పేరిట నూతన కార్యక్రమాన్ని బ్రిటిష్ కౌన్సిల్ ప్రకటించింది. విద్యార్థులకు 198 గ్రేట్ స్కాలర్షిప్లను అందించనున్నామని బ్రిటిష్ కౌన్సిల్ సౌత్ ఇండియా డైరెక్టర్ మీ-క్వీ బార్కర్ వెల్లడించారు. యు.కె. విశ్వ విద్యాలయాలు హైదరాబాద్కు వచ్చి, ఇక్కడి విద్యార్థులకు స్కాలర్షిప్లను ప్రకటించటం తనకు సంతోషాన్ని కలిగిస్తుందని, ప్రపంచ స్థాయి నాణ్యత కలిగిన విద్య, అంతర్జాతీయ విద్యార్థి సముదాయంలో భాగం కావటం, చదువు తరువాత ఉద్యోగ అవకాశాల విషయంలో బ్రిటన్ ముందుందని తెలిపారు.



'Brexit won't impact Indian students in UK'

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Bengaluru: Britain's exit from the European Union or Brexit, as it is popularly known, will have no impact on students aspiring to pursue higher education there, said Mei-kwei Barker, director, British Council South India. Over five lakh international students are pursuing higher education in the UK at present.

Speaking to TOI on the issue of employability in the UK post studies, Barker said, "Last year, 6,000 students were transferred from study visa to post-study work visa. Also, 28,000 companies in the UK have been licensed to sponsor students. There are many ways through which students can remain in the UK. As with everything else, there is competition. But we are confident that if an Indian student comes to the UK, he/she is the brightest of the lot."

The British Council on Thursday flagged off the GREAT Scholarships for Indian students, continuing its trend of investing in Indian talent pool. The council has introduced the scholarships as part of the GREAT Britain campaign and will organize Study UK: Discover You, an exhibition on Friday between 2pm and 7pm at Vivanta by Taj (MG Road) for those who wish to know more about educational opportunities in the UK.

"We want to offer students the opportunity of world-class UK education. Cost is an issue in many countries, and by offering scholarships, we hope to enable more students to

Some participating universities

- University of Arts, London
- Aston University
- The University of Bath
- University of Birmingham
- University of Essex
- Heriot-Watt University
- The University of Manchester
- Newcastle University
- University of Reading
- The University of Sheffield

Source: British Council

avail of these opportunities."

As part of the campaign, 198 scholarships — 29 for undergraduate programmes and 169 for post-graduate ones — will be provided for the September 2017 batch. The campaign will award 198 scholarships worth £1 million each for subjects ranging from art and design to engineering, law and management across 40 UK universities.

Students can directly apply to universities or seek guidance through the council. Over the last 10 years, 1,60,000 Indian students studied in the UK.

Barker said there are opportunities aplenty for students coming back to India after studying in the UK. "According to a recent report, the starting salary of students returning to India as freshers was 13,000 pounds (around Rs 11 lakh), compared to 4,000 pounds (3.3 lakh) for non-UK graduates," she added.

British Council announces GREAT Scholarships India 2017 in Pune

Pune : The British Council has announced the GREAT Britain Scholarships – India 2017 worth £ 1 million as part of the 'GREAT BRITAIN' campaign ("GREAT") along with a new proposition 'Study UK: Discover You'. 198 GREAT scholarships in subject areas ranging from art and design to engineering, law and management are on offer for students aspiring to study in the UK.

The new Education is part of the GREAT campaign and is designed to promote the best of British education overseas so that the UK is the first choice for the brightest and best students in the world. The new proposition, Study UK: Discover You focuses on the experiences, knowledge and confidence that students can gain from UK study, whether in the UK or overseas, or through distance learning, online provision, and other models. It also highlights the aspects of the UK higher education system that make it world-renowned: its

impeccable academic standards, its progressive and supportive teaching, its internationally recognised qualifications and its positive impact on graduate employability.

The British Council will host Study UK: Discover You Exhibition in Pune on Thursday, 09 February between 2.00 p.m. and 07:00 p.m. at Sheraton Grand (Formerly known as Le Meriden Pune), Raja Bahadur Mill Rd, Pune, 411001 for aspirants wanting to know more about education opportunities in the UK. Visitors to the one-day exhibition will get a unique opportunity to directly talk to representatives from 35 UK universities and get all their questions answered on course choices, visas, applications, scholarships and more.

Moreover, students attending the exhibition will also benefit from career seminars on MBA, IT and Engineering, Manufacturing coupled with insightful sessions by experts on student visas.

British Council announces GREAT Scholarships India 2017

CHENNAI: The British Council has announced the GREAT Britain Scholarships – India 2017 worth £ 1 million as part of the 'GREAT BRITAIN' campaign ("GREAT") along with a new proposition 'Study UK: Discover You'. In total, 198 GREAT scholarships in subject areas ranging from art and design to engineering, law and management are on offer for students aspiring to study in the UK.

According to Mei-Kwei Barker, Director of South India, British Council, "The UK welcomes the brightest and best international students to our world-class universities. It is home to some of the oldest and most respected universities in the world, and some of the very best. The UK has excellent offers for international students and genuine students are always welcome. We offer one of the largest number of scholarships to the students who are planning to study in the UK universities."

Students who opt to study in the UK will also get the opportunity to work in the country provided that they meet certain criteria. To highlight the prospects of studying in the UK, Mei-Kwei Barker said, "Regardless of the course they opt for, the UK continues to have excellent offers for international graduates wishing to work in the UK. Those with an offer of a gradu-



ate-level job, paying a graduate salary can take up sponsored employment through Tier 2. Over 20,000 employers are licensed Tier 2 sponsors. If graduates apply from within the UK, the resident labour market test is waived and they are not subject to the annual limit on Tier 2 numbers. There are also provisions for switching to Tier 5 for those graduates wishing to undertake a period of professional training or a corporate internship related to their qualifications, before pursuing a career overseas," she said.

The UK also offers provisions for students who plan on starting entrepre-

neurial ventures.

"There is a Tier 1 route for graduate entrepreneurs. Those who have been identified by their higher education institution or UK Trade & Investment can stay on for up to two years to develop their business in the UK before switching to Tier 2 or the main Tier 1 (Entrepreneur) route. PhD students can stay in the UK for an extra year, under the Tier 4 Doctorate Extension Scheme, to look for work or start their own business," adds Mei-Kwei Barker.

While many Indian students might be reluctant to choose the UK as a destination for further studies due to

restriction on working in the country, Mei-Kwei Barker says the restrictions are in place to streamline the process to ensure that only the most deserving students make it to the UK. She said, "The UK government is reforming the student visa route to tackle abuse and ensure those using it come to study at universities rather than to work in unskilled jobs. The UK has an excellent offer for international students, and Britain remains the second most popular destination for international higher education students."

Apart from the GREAT scholarship, the British Council also offers a slew of other grants for Indian students looking to pursue higher education in the UK. Chevening is the British government's flagship global scholarship programme, funded by the Foreign & Commonwealth Office and partner organisations. The India programme is now the world's largest with a budget of £2.6 million for 2016-17 with 130 scholarships being offered.

Commonwealth Scholarships for students from developing Commonwealth countries are offered for Master's, PhD, and split site (PhD) study in the UK. These scholarships are funded by the UK's Department for International Development (DFID). On an average, 60 Indian students are supported by the Commonwealth programme each year.

End of Report