



Education UK
Exhibition

15 to 21 November
2014

The India Market: A new government

- The new ministers
 - Minister of HRD - Mrs Smriti Irani
 - Minister of State - Dr Ram Shankar Katheria

- 1. Setting up of five new IIT's and IIM's and four new Central Universities
- 2. Survey to map quality of Higher Education Institutions in India
 - Accreditation of Higher Education institutions across the country
- 3. National E-Library : a new online portal by 2015
- 4. Enhancing employability
 - New Vocational programmes
 - Council for Industry-Higher Education Collaboration (CIHEC)
- 6. Foreign Education Providers bill

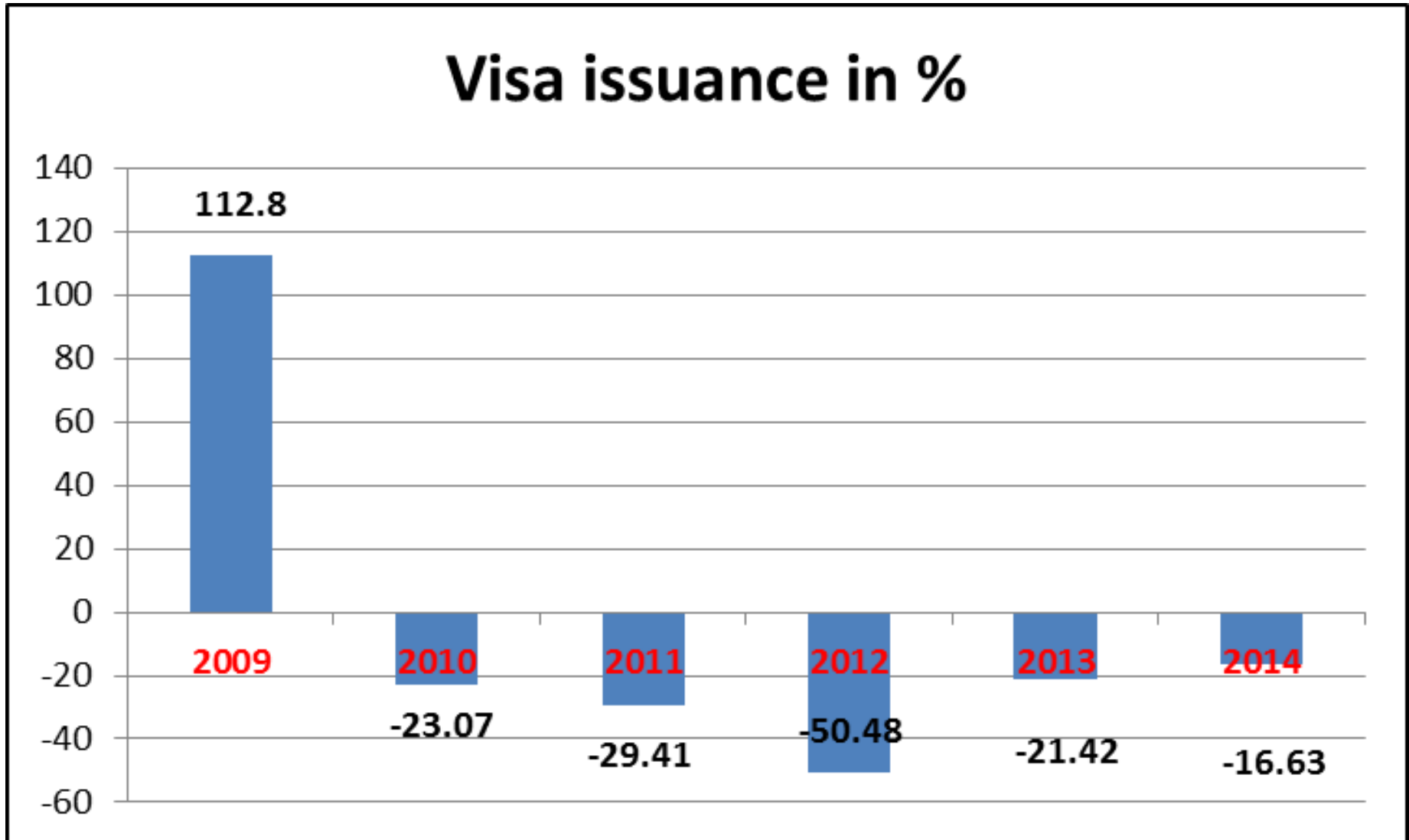
Competitor data

Country	2011-12	2012-13	% Change
USA	100270	96754	-3.50%
Australia	33764	24808	-26.52%
Canada	12049	13,136	+9.0 2%
Germany	5998	7500	25%
France	1757	2600	48%
Ireland	816	1300	59%

Latest update: Australia

- 34,130 student visas indicating 37.51% increase over last year
- Update from USA will be available post 17 November

UK visa issues: an analysis



Indicators from the India market

- The peak issuance was in 2009 with **64223** student visa issued from Jan to Dec
- Decrease since then with the maximum dip in 2012 about 50% - **17271**
- The negative growth has taken slowdown from the year 2013 onwards with – 21.42 % (indicating a positive sign in the overall scenario)
- The current year 2014 (Q1 & Q2) has seen a negative growth of – 16.63
- Peak issuance of student visa is in Q3 so 2014 might be the turning point

- Indicators of positive signs of recovery
- UCAS statistics indicate 5% increase in application from India over the last year
- IELTS test takers from India indicating UK as country of choice have increased

New Initiatives in the India market

GREAT Education Campaign: just over a year

Reached over 21000 students and 1410 teachers/influencers across India.

Digital reach : 135,051,745 reach generated via 120 online articles

357 print media articles

4.82% increase in footfall at the Education UK Exhibitions in 13-14 as compared to 12-13

3.22% increase in the engagement with UK institutions in 13-14 as compared to 12-13

Employability survey March 2014

US is the most preferred source-country, followed by the UK, and Germany

A majority of companies surveyed have an internship programme

In terms of skills mapping, UK graduates stand second in communication and inter-personal skills

New Initiatives in the India market.

Role of an agent in the student decision making process

Launched a survey across student community in India to analyze the influence of an agent on the decision making process when selecting a study destination

Aim to reach 5000 students by end Nov

Education UK Alumni awards

Launched in India in Sept 2014

Awards will be given across three categories: Professional Achievement Award, Entrepreneurial Award and Social Impact Award

Applications till 24 November 2014 and Winners announcement March 2015

www.britishcouncil.org/education-uk-awards/enter/eligibility

State by state research

- Across 5 states in India: Gujarat, Tamil Nadu, Karnataka, Punjab and Odisha
- Map the potential in the states for further engagement

Education UK Exhibition: November 2014 : Publicity

- Pre-exhibition visits made by staff to leading schools, colleges
- Over 50,000 flyers distributed across the five exhibition cities
- More than 2000 posters displayed at schools, colleges
- Web poster display on local institutions' web portals
- Radio Campaign
- Outdoor advertising: Bus shelters, Retail outlets, Cinema screens, Hoardings, In college kiosk promotions
- Advertisements released in leading national and local newspapers

Education UK Exhibition: November 2014 : Publicity

- Web advertising campaign:
 - GREAT microsite (www.knowledgeisgreat.in) to promote the GREAT campaign across India and the Education UK exhibitions
 - Promotion on Social media : Facebook, Twitter, Blogging platforms
 - Digital marketing campaign on educational websites, news sites, Google etc.
 - Email marketing (targeted to students who have shown interest in studying abroad)
- E-flyers sent to a large student database across the five cities
- Press mentions in leading dailies
- Profile targeted SMS campaign

Exhibition UK Exhibition - November 2014

- **Exhibition Timings and format**
 - Delhi: 1300 to 1700 hours – Stalls
 - Mumbai: 1400 to 1900 hours - Stalls
 - Kolkata: 1300 to 1800 hours - Table/Chair
 - Lucknow: 1300 to 1800 hours - Table/Chair
 - Nagpur: 1200 noon to 1700 hours - Table/Chair
- **Stand Assistants:** optional (nos at stand restricted to **4 in Delhi and Mumbai** and **3 in Kolkata, Lucknow and Nagpur**)
- **Security :** Name badges and your valuables
- **Delhi exhibition:** Entry/Exit points due to refurbishment , separate washroom for delegates and visitors, Costa coffee stall and all signages at the Charbagh in place
- **Mission Leaders:**
 - Delhi, Mumbai, Kolkata and Nagpur: Andrew Disbury (Director International office, Leeds Beckett University)
 - Lucknow : Emma Schlesinger (International Officer , University of Portsmouth)