

TRANSNATIONAL EDUCATION IN SRI LANKA

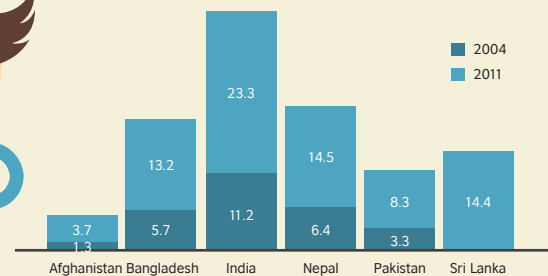
Current landscape, potential opportunities and challenges

1 SRI LANKA

- A youthful country with a 67% working age population
- An adult literacy rate of 92%
- Surpassing the average for a developing country
- Long history of high enrolment in primary and secondary education



Percentage of secondary school graduates enrolled in higher education. (World Bank)



Number of students sat for A-Level examination in 2013



229,737 144,816 55,241 24,198

- 63% Qualify to enter the state universities from the total
- 24% From the qualified students apply to enter state universities
- 13% Enter state universities

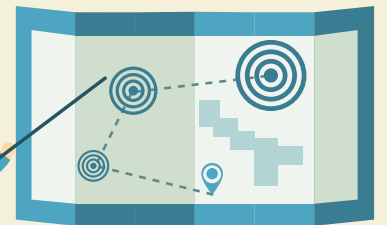
TOO MUCH
DEMAND,
LIMITED
CAPACITY

2

REVIEW

A high graduate unemployment rate comes from a shortage of graduates with specialised skills; the booming industry sectors have a clear pathway to immediate employment. This is an area for the TNE sector to discover. Our graduates fail to secure employment in the private sector due to:

- Lack of soft skills
- Insufficient competency in English Language
- Poor IT skills



3 GOVERNMENT OBJECTIVES

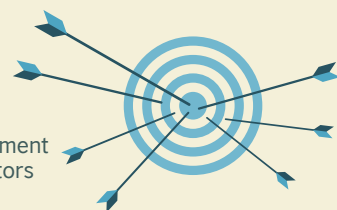
3

- Long term plan to build 10 foreign university campuses
- Attract reputable institutions from UK/ US/ Australia/ India and China to set-up in Sri Lanka
- Attract international students to both state and non-state HEIs
- Partnerships with foreign HEIs to build capacity and improve quality of graduates



4 WHY TNE IN SRI LANKA?

- Rising income levels
- New education loans
- Government support and offers for education investments
- Long history of foreign partnerships which dates back to 1921
- Booming industry sector with clear pathway to immediate employment
- Growing demand for skilled graduates for number of industry sectors
- Increasing potential for online learning in Sri Lanka



The Transnational market in Sri Lanka is growing at a speed. The booming industries require skilled workers and specialised skills. Furthermore, there is unlimited potential to develop appetite via online learning. Private education sector is gearing up to this challenge through the transnational education.

British Council's Services for International Education Marketing team in Sri Lanka stands ready to help UK institutions refine their transnational education strategies.

Please get in touch if you would like to learn more: Ghazie.jumar@britishcouncil.org