

UG-PG Tour 2019 Report

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1. Introduction

The British Council in India conducted a UGPG Tour across the country covering 19 cities from 5 August to 27 October 2019. 18 UK universities participated in these tours and visited 36 schools and 39 HEIs reaching a total of 11,311 students.

This tour was designed to be a single-stop and successful recruitment platform for UK institutions looking to recruit or build sustainable partnerships in India and provide an opportunity to gain local market knowledge by meeting school/college counsellors across India. It provided a platform for UK institutions to promote their institution and showcase their courses and provide a forum where they can interact and counsel prospective students and interact with school and college counsellors.

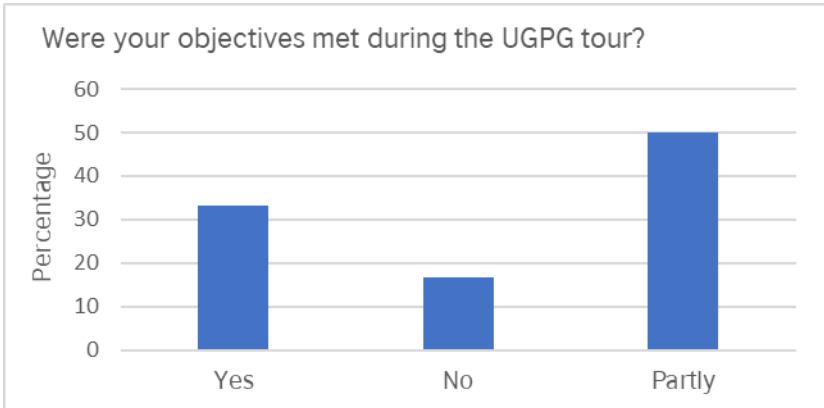
2. List of cities visited during the tour

1	Madurai	11	Guwahati
2	Kodaikanal	12	Shillong
3	Bhopal	13	Mumbai
4	Indore	14	Pune
5	Kanpur	15	Chennai
6	Lucknow	16	Ahmedabad
7	Kolkata	17	Vallabh Vidyanagar
8	Raipur	18	Vadodara
9	Vizag	19	Bangalore
10	Hyderabad		

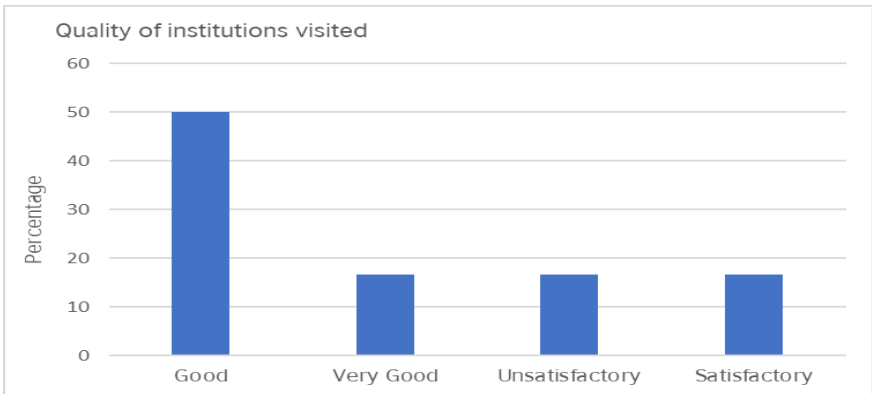
3. List of participating universities

1	Anglia Ruskin University	10	University of Northampton
2	Brunel University London	11	Oxford Brookes University
3	University of Birmingham	12	Teesside University
4	University of Derby	13	Richmond, The American International University in London
5	University of Dundee	14	Staffordshire University
6	University of East Anglia	15	University of Surrey
7	Leeds Beckett University	16	The University of Greenwich
8	University of Lincoln	17	The University of Manchester
9	Newcastle University	18	The University of Nottingham

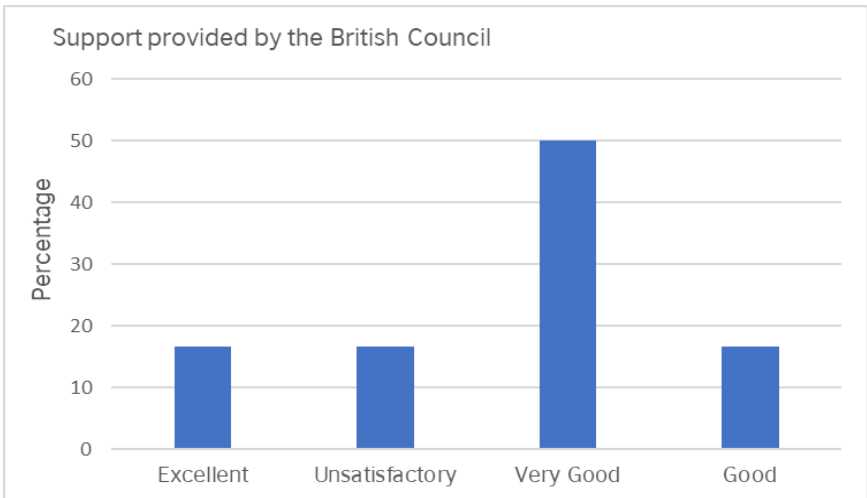
4. Feedback from delegates



33 percent universities stated their objectives were met during the tour, 50 percent agree that their objectives were met partially.



17 percent universities are of the view that the Indian institutions visited during the tour were of “very good” quality and 17 percent agrees that the quality was “good”.



The universities are quite satisfied with the support provided by the British Council. 50 percent marked it as “very good” and 17 % marked as “excellent”.

Were your objectives met during the UGPG tour	
Yes	33
No	17
Partly	50
Quality of institutions visited	
Excellent	-
Very Good	16.6
Good	50
Satisfactory	16.6
Unsatisfactory	16.6
Interaction and content of the programme at institutions	
Excellent	16.6
Very Good	16.6
Good	50
Satisfactory	-
Unsatisfactory	16.6
Support provided by the British Council	
Excellent	16.6
Very Good	50
Good	16.6
Satisfactory	-
Unsatisfactory	16.6
The tour met my expectations	
Agree Strongly	16.6
Agree	50
Neither Agree nor Disagree	16.6
Disagree	-
Strongly Disagree	16.6
Overall, this was a high- quality event	
Agree Strongly	-
Agree	50
Neither Agree nor Disagree	16.6
Disagree	16.6
Strongly Disagree	16.6
I have acquired knowledge about local institutions through this tour	
Agree Strongly	16.6
Agree	83.4
Neither Agree nor Disagree	-
Disagree	-
Strongly Disagree	-

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5. Conclusion

Some positive feedback and suggestions from universities:

- Kanpur and Lucknow are 2 unexplored cities and visiting them gave us a very strong insight on what are their expectations.
- To conduct session to increase student's knowledge about studying in UK
- To include Indian institutions which have more potential students.
- To include more schools than universities and cover institutions that provide upcoming courses in the market like Journalism, Media, Design and creative courses etc.