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EdCIL (India) Limited, under the Ministry of Human Resource Development (MHRD), Government of India, launched a 'Study in India' Education campaign in the year 2017-18. This campaign acts as a "One Stop Shop" for international students aspiring to study in India and offers a platform to leading universities and institutions from India to showcase their strengths in higher education.

Brief on the background of the programme:

The EdCIL partnered MHRD campaign caters to an international audience from 30 developing countries including the South Asian Region and SAARC Countries.

100 top universities across India with a minimum NAAC Accreditation of 3.26, are given a platform to offer seats to international students. For the year 2019, 42,000 international students have registered for the Study in India programme, out of which 1,647 have already made their choices. It has been broadly observed that the highest number of students registering for the programme belong to either Asia (Nepal, Bangladesh, Bhutan and Afghanistan) or Africa (Ethiopia, Tanzania, Uganda and Nigeria). EdCIL aims to target approximately 200,000 international enrolments by 2023.

EdCIL India has a Call Centre service which operates on a 'missed-call' basis; for all students who have queries regarding the admission process or the programme. These queries are answered by a team of five counsellors. For the convenience of the students and the ease in coordination, EdCIL also creates country-wise WhatsApp groups for all the enrolled students.

The admission process is expected to begin in the month of May, usually after the declaration of Central Board of Secondary Education (CBSE) results. The Academic year starts in the month of July – August.

For an international student the minimum requirement to study an undergraduate (UG) programme is a Senior Secondary pass certificate/ General Certificate of Education (GCE) 'A' level/ any of the examinations equivalent to 12 years of schooling in India with sufficient knowledge of English. Additionally, for admissions in graduate programmes a student must graduate with a minimum of 50% in the concerned discipline in UG.

To build credibility and legitimacy, EdCIL India is partnering with the Association of Indian Universities (AIU), enabling the process of disclosure of mutual recognition more student friendly.

ABOUT EdCIL INDIA

EdCIL India is a consultancy and project management central public sector undertaking, created to drive an impact in areas of education and human resource development, both within India and overseas. EdCIL works closely with various State and Central Govt. Departments such as the Ministry of Human Resource Development (MHRD), Public Sector Undertakings (PSU) and other autonomous bodies including IITs, IIMs, Kendriya Vidyalaya and Navodaya Vidyalaya. It aims to enhance the education sector through innovative and technology-led offerings.

TRENDS

- Approximately 80% - 85% international students choose to study Engineering or STEM related courses in India.
- Students from Bhutan prefer Arts and Humanities.
- Most students choose institutions located in Southern India.
- There is no discrimination on the grounds of gender, however, 80% of the enrolled students are male.

Favourable factors for international students to study in India:

The top 2,500 students enrolled under the 'Study in India' programme get a scholarship worth USD 3,600 (INR 250,000) per annum which is inclusive of the students' tuition fee and living expenses. This scholarship is funded by the Ministry of Commerce, Government of India.

There are various other favourable factors for international students studying in India:

- Students may choose their own set of courses for the entire duration of the study.
- Students have the choice to choose an Indian university from the list of top 100 universities.
- Unpaid internships offered by the Government of India through Ministry of External Affairs (MEA) and MHRD.
- Many Indian higher educational institutions such as the IITs, IIMs and NITs are internationally known for high standards of research and teaching.

Marketing strategy adopted by EdCIL to promote the programme:

EdCIL has additionally partnered with various Google websites to advertise their programmes worldwide. Additionally, social media platforms such as Facebook and Instagram have proved to be significant marketing strategy tools. Apart from online tools, the campaign is also promoted rigorously through Print media, Radio along with, 1-month roadshows; which are conducted in various countries such as Nepal, Bhutan, Sri Lanka and Tanzania.