

Promoting India as an Education Hub

India as the Preferred Destination
For
Higher Education

India – the land of knowledge

- Centuries ago, scholars from all over the world, were attracted to India.
- Nalanda and Takshasila
- India as a giver of knowledge

Statistics Today - Globally

- 1.8 million (stock) international students who pursue their higher education abroad globally
- Australia, Canada and New Zealand are seen as 'low cost options'
- Thailand, Malaysia and Singapore are perceived as offering a 'western' education at an 'eastern' price.

Statistics Today...in India

- 26 Universities and 578 colleges - 408 universities and over 18, 000 colleges.
- 1,60,000 students who leave for overseas education annually.
- India could earn 500 m (Rs. 2,027 cr) every year from 50,000 foreign students.

Learning from Competition – U.K.

- **Case Study of U.K.**

U.K. Positioning –

1. Marketing of “Education UK” as a brand
2. The Quality of the Student Experience
3. Strategic Partnerships & Alliances
4. Market Diversification & Consolidation
5. The Knowledge Centre

Learning from Competition - Malaysia

- Year 1995 – hardly any students.
By 2006, 40,000 international students
Target of 100,000 by 2010.
- 1. Concentration on strengthening the internal system
- 2. Establishment of The Malaysia Education Promotion Centre
- 3. Development of a promotional website
- 4. Systematic use of existing international students to promote Malaysian education in their countries.

What can India learn from them?

- Promotion of Indian Higher Education Abroad (PIHEAD) under the University Grants Commission.
- Enhancing internal quality.
- Some universities (with appropriate hardware & software) to be identified as benchmarks.
- Converting students into unofficial ambassadors of goodwill.
- Looking beyond traditional markets – Study India Programs.

What can India learn from them?

- Development of a Knowledge Base
- Providing a reliable source of information
- The Air India example.

Advantage India – A Closer Look

- Global recognition
- Medium of Instruction – English
- Moderate Fee & Cost of Living
- Quality
- Infrastructure
- Welcoming Environment
- Personal Approach
- All Round Development
- The Indian Experience

Average Total Cost (US\$)

(Including Tuition Fee and Living Cost for Graduate Students)

Country	Business / Management	Arts	Science & Technology
India	10,000 (3 years)	10,000 (3 years)	10,000 (3-4 years)
Australia	37,000(3 years)	37,000 (3 years)	42,000(3 years)
U.K.	56,000 (3 years)	57,000 (3 years)	66,000 (3 years)
U.S. public	80,000 (4 years)	80,000 (4 years)	80,000 (4 years)
U.S. private	137,000 (4 years)	137,000 (4 years)	102,000 (3 years)

Our real treasure...

...the real treasure of India is its intellectual capital.

Conclusion!!

*...Promoting India as an Education Hub
&
Making it the Preferred Destination
for Higher Education!!*