

Study in India (SII)

Concept Note

Backdrop

To rapidly increase the number of inbound overseas students into India in the next five years, a "Study in India" programmer has been approved by SFC on 15.03.2018. The programmer aims to increase the inflow of inbound international students by 3 times through a systematic brand-building, marketing, social media and digital marketing campaigns. To start with the programmer targets for a period of two years for the academic year 2018-19 and 2019-20. The programmer would involve partnership with 160 select Indian Institutes/universities (based on NIRF and NAAC rankings) and will be focused on 30 target countries across South-East. Asia, Middle East and Africa.

Statistics

India is yet to harness the full potential of its wide education network to attract International students. We are ranked 3rd in terms of Higher Educational network with ~ 38000 Colleges and ~800 universities. Currently, ~45000 (as per the UNESCO Institute of Statistics) (*11,250 per per year) international students (accounting for ~ 1% of global international student mobility) are studying in Indian higher educational institutions making India the 26th ranked country among the top destinations for International student mobility globally.

India's aspiration should be to grow 3.5 to 5.5 times to attract 1.5 to 2.5 lakhs international students by 2022, beating the rate of growth of popular education destinations and rise to ~15th in the world. This will double India's market share of global education exports form less than 1 percent to 5 percent in five year with an estimated revenue of ~6500-7000 INR Crores.

Although India technically witnessed a 12 percent CAGR in inbound foreign students since 2009 to 2016, this is to be viewed against the backdrop of a very narrow base. India, with its vast educational network has been operating at this narrow base number of International student's population (e.g. 20,000 in 2009). Other benchmark countries, who have established themselves as preferred destinations in the recent past, have exhibited higher CAGR over equivalent periods (i.e when their Incoming International student population base was similar to India with a much smaller educational network.

Strategy

To fulfill its aspiration of becoming one of the top 20 destinations for international students, a comprehensive strategy has been developed whose aim will be to elevate India's position in the global education landscape by hosting 1.5 to 2 lakh international students every year by 2023 Firstly, we aim to Unlock demand form target source countries which would involve a comprehensive go to market strategy supported by a targeted marketing campaign using social media having following key inputs:

1. The website including Mobile App would be the bed-rock of the strategy connecting potential candidates/students to 160 select participation Indian Institution/Universities duly supported by a helpline call center.
2. A details social media camping will be built around creation of the brand "Study in India" and Brand promotion.

3. Country-specific dossiers for 30 target countries based on primary and secondary market research.
4. Considerable research and analysis will be done in the early phase to target the countries and to build the brand image. Sufficient branding of the program would be done through creation of logo, taglines, corporate films, brochures, etc.
5. "Education India Day" will be held in each of the target country, which would include seminars/workshops/presentations, cultural, culinary and fun events for students like quizzes, fun-games followed by the participating institutes.
6. Conduct of an global online examination (Ind-TAS) to ensure quality of inbound students.
7. Facilitation Center, both overseas and international.
8. Accreditation of channel partners,
9. Entering into collaboration/MOUs with partner institutes/organizations for student exchange/recruitment.
10. Marketing and PR activities covering all forms physical media (TVs, radio, billboards, Jingles, etc.)
11. Engagement of a Strategic consulting firm to formulate and hand-hold during the implementation of the strategy and conduct updated market research and provide analytic.

The next focus would to **strengthen supply of high quality institution** in host country through continuous addition of premium institution catering to International Students, developing an "international friendly" accreditation & ranking framework and generating value-for-money seats for international students. The following are the key items under this:

1. Improvement of quality and readiness by increasing participation of premier education institutes catering to International Students.
2. As part of the empanelling framework, create an internationally accepted system for ranking and empanelling.
3. Creating value-for-money seats for international students.

Fee Waiver

There would be no specific scholarship offered as part of the program and only waiver will be offered to the students on the basis of their merit.

1. 100 % waiver (100% waiver on Course fee only) to the top 25% of the students,
2. 50 % waiver (50% waiver on Course fees only) to the next 25% of the students,
3. 25 % waiver (25% waiver on Course fees only) to the next 25% of the students,
4. No waiver will be offered to the remaining 25% of the students.

The cost of the waiver in case of Govt. Institutes will be re-appropriated from the existing funding to those institutes and there will be no additional case outflow for the same. The private institution will be encouraged to devise similar schemes for their own institution.

Nodal agency

EdCIL (India) limited the only CPSE under MHRD has been nominated as the 'Implementing Agency' to develop the strategy and oversee the implementation of Study in India program.

Target Countries

	SAARC group (5)		Africa group (5)
	Nepal		Nigeria
	Afghanistan		Sudan
	Bhutan		Ethiopia
	Bangladesh		Rwanda
	Sri Lanka		Tanzania
	West Asian group (13)		Central Asia (3)
	Iraq		Turkmenistan
	Saudi Arabia		Kazakhstan
	Iran		Tajikistan
	Kuwait		ASEAN group (4)
	United Arab Emirates		Malaysia
	Yemen		China
	Oman		Thailand
	Syria		Vietnam
	Jordan		
	Egypt		
	Tunisia		
	Morocco		

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Programwise, Schemewise Approved Intake under SII (2021-2022)

Sl. No.	Program	100% waiver in Tuition Fees (G1 Scheme)	50% waiver in Tuition Fees (G2 scheme)	25% waiver in Tuition Fees (G3 Scheme)	0% waiver in Tuition Fees (G4 Scheme)	Total Seats Offered under SII for 2021-22
1	B.Tech.(IT)	1	2	2	24	29
2	B.Tech.(ECE)	1	1	1	9	12
3	B.Tech.(IT-BIn)	0	0	0	0	0
4	M.Tech.(IT)	1	1	1	9	12
5	M.Tech.(ECE)	0	0	1	2	3
6	M.Tech.(BI)	0	0	1	1	2
7	M.Tech.(DSA)	0	0	1	1	2
8	MBA	1	1	1	7	10
9	PhD(IT)	0	3	15	0	18
10	PhD(ECE)	0	3	9	0	12
11	PhD(AS)	0	3	9	0	12
12	PhD(MS)	0	3	9	0	12

Note: G1, G2, G3 & G4 are Scheme under which fee waivers are offered in the following ranges - 100%, 50% and 25% & 0% respectively. The number of seats under these different fee waiver categories vary from institute to institute. The costs covered under this scheme only waives off tuition fee.