

THE CAREER DISPATCH

INSIGHTS ON HIGHER EDUCATION IN SOUTH ASIA



INSIDE THIS ISSUE:

Meet us at NAFSA!

Explore opportunities in the South Asian higher education market. To book your slot with us click [here!](#)

Introduction	2	News and updates: India	7-8
The South Asian Pie	3	T&A at work: events and initiatives	9
Rise of non-traditional study destinations	4	Event in focus	10
Country in focus: India	5	About T&A	11
Winds of change: Emerging trends in Indian higher education	6		

[Click here to meet us at NAFSA](#)



Introduction

South Asia is a huge market for higher education institutes given the region's vast population and the developing nature of its economies. The region is the second-largest in terms of student enrollments and accounts for 18 percent of all tertiary education students globally as per data provided by the World Bank. While the governments of these nations are involved in the development of primary education, it is the private sector that is a dominant force in the sphere of higher education in the region. In India and Nepal, private education institutes, including universities, colleges, and stand-alone institutions, account for over 65 percent of higher education enrollment; in Bangladesh and Afghanistan, the share is over 40 percent; and in Pakistan and Sri Lanka, private HEIs cover 20 percent of all enrolment.

The top seven countries chosen by South Asian students are the USA, UK, Australia, Canada, New Zealand, Germany, and China. But students are now also choosing many alternate destinations like Turkey, Italy, Ireland, and Russia for various reasons.



May 2022 Issue

This newsletter aims to provide foreign universities seeking to attract South Asian students to their countries with high-value insights into the shifting trends in the higher education sector of the region and the updates to help sharpen their strategy.

THE SOUTH ASIAN PIE

South Asia is a lucrative source of outbound students for foreign higher education institutes (HEIs) around the world. As per the Student Mobility in the Asia-Pacific and South Asia report by the Institute of South Asian Studies, NUS, South Asia has the least number of inbound students, compared with its outbound students, making it the largest importer of education services in the Asia Pacific.

India, Nepal, Pakistan, Bangladesh, and Sri Lanka together account for nearly 95 percent of the outbound student traffic from South Asia headed elsewhere in the Asia-Pacific. While India accounts for the largest share on account of having a much larger population, Nepal is the second-largest source of outbound students from South Asia—even higher than Bangladesh, Pakistan, and Sri Lanka that have higher populations than Nepal. Given the large potential for outbound movement of students from the region, countries seeking to attract talent from South Asia offer benefits like work visas, post-study

work opportunities, and often liberal immigration norms. While the Covid-19 pandemic played a dampener for international higher education, things have begun to look up, with countries coming out with attractive reforms:

United States of America

- The US remains one of the top destinations for students seeking foreign education given its prowess in different fields, especially STEM-related fields.
- Student outflow to the US had been dipping when compared to countries like Canada because of restrictive policies but can see an uptick in the coming years as the US faces a shortage of skilled labour force.

Canada

- While the US has maintained hegemony in attracting international students, it is facing stiff competition from neighbouring Canada, which has emerged as a highly preferred destination for the outbound movement of students, especially from India, due to lucrative policies like liberal immigration laws, Post-Graduation Work Permit (PGWP) Program, affordable education, and a booming job market.
- The country admitted a record 405,000 new immigrants in 2021, out of which 100,000 were from India alone

United Kingdom

- In the wake of the pandemic, the UK re-introduced the Post-Study Work Visa programme to revive its international student population
- The new graduate visa came into effect on 1 January 2021. Students can now spend up to two years working in the UK after their studies (three years for Ph.D. students).
- UK released the High Potential Individual Visa this month that will allow skilled workers across a range of careers to live and work in the UK without requiring sponsorship from an employer.

Australia

- Indian students have the highest share among the foreign students studying in Australia—at 23%
- Australia is taking a slew of measures to welcome back its foreign students—an international student visa fee refund and Covid-19 visa fee waiver, extra time for English language tests and health checks, and replacement Temporary Graduate visas.
- Extension of post-study work visa duration from two years to three years.



Rise of non-traditional study destinations

Students are also now choosing many alternate destinations like Turkey, Italy, Ireland, and Russia to get the most out of their investments. Apart from traditional destinations, the value-maximizer segment of students seeks English-taught programmes in alternative destinations in the Middle East, Asia, and Continental Europe.

- Dubai hosts a number of British and American universities, where the cost of education is only a fraction of the cost students bear at the UK or US campuses.
- United Arab Emirates (UAE) is home to the largest population of Indian students, owing to the presence of a large Indian diaspora in UAE, followed by Canada. Hopeful immigrants also take comfort in the fact that taxes are lower in countries like UAE, making living cost-effective.
- Ireland and New Zealand have also registered a growth in the intake of Indian students. Both countries offer quality education and are considered economical options when seeking higher education abroad.
- Meanwhile, non-traditional, non-English speaking countries, realizing that commercialisation of international student mobility could reap huge benefits, started tweaking their education and immigration policies to attract international students in search of higher education outside their own countries' borders.
- European countries like Germany and the Nordic countries are coming up as lucrative destinations for skilled workers in the IT and medical sectors. Non-English speaking developed countries like France and Germany are a new magnet for international students.



Why non-traditional study destination?

- *Low tuition fees*
- *Courses are offered in English where TOEFL and IELTS tests are accepted*
- *Post-study work opportunities*
- *An impressive list of HEIs in countries like France and Germany that figure among the top-ranked in QS World Rankings*





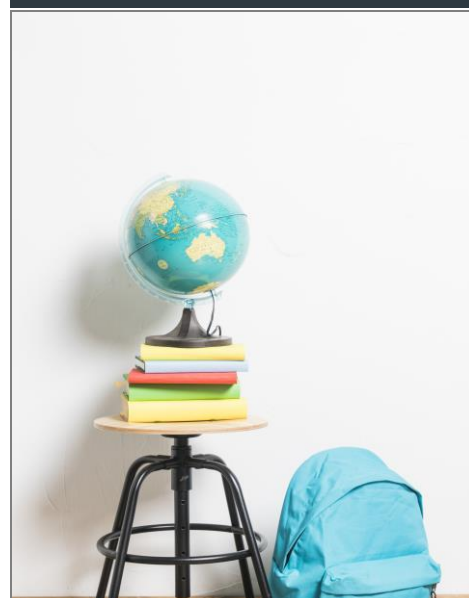
Country in focus: India

In the sphere of higher education from foreign shores, India leads the pack, with a total of 1,33,135 Indian students going abroad for higher education by March 2022. India is poised to become the most populous country in the world with a population of 1.5 billion by 2027, surpassing China. With an average age of 29, the country has one of the youngest populations globally and this demographic dividend is set to form the basis of India's growth story.

Indians currently spend \$28 billion annually on foreign education, and this spending is set to grow to \$80 billion by 2024. In addition to having a large youth population, India also has a big pool of talented professionals, especially in IT, and they are highly sought after by countries like US and Canada. The top seven countries chosen by Indian students in the past two decades are the USA, UK, Australia, Canada, New Zealand, Germany, and China.

The Indian government is putting a special focus on the internationalisation of higher education, which is evident from the New Education Policy 2020 that has recommended allowing foreign universities ranked in the "top 100" category to operate in India. With economic development and the growing spending power of the middle class in India, crucial changes are coming about in the way Indian students are approaching foreign education.

India's New Education Policy 2020 has recommended allowing foreign universities ranked in the "top 100" category to operate in India.



[Click here to meet us at NAFSA](#)

Winds of change: Emerging trends in Indian higher education



Demand for specialized courses

A recent Redseer survey revealed that 70 percent of Indian students who prepare for overseas education opt for a specialized or skill-based course rather than a general course. Students are also preferring “specialized courses (52 percent) over the reputation of a university when making a choice (especially STEM [science, technology, engineering, and mathematics] disciplines). India’s hyper-competitive environment for admission to these courses, and a rising entrepreneurship wave in India are primary reasons behind this.



Rising aspirations of Tier-1 and Tier-2 cities

One of the key trends has been the overwhelming response of students from Tier-II and Tier-III cities in choosing foreign universities, with 60 percent of admission queries coming from these cities alone. The soaring ambitions of the smaller city students are supported by the rapidly expanding middle class in India, and the rising use of technology. Intense competition, skyrocketing cut-offs, limited number of research-oriented courses, poor job prospects after receiving sub-par education are driving this change.



Online courses catching up with offline study

While the pandemic played the catalyst for online education becoming essential, it revealed multiple benefits of this alternate mode of learning. As the cost of studying abroad can go up to US\$25,000-32,000 every year, students are increasingly opting for a hybrid model of education to cut down on the costs of living in a foreign country. Digital penetration has enabled the increasing use of online tools like virtual counselling sessions to explore career options and clear doubts regarding costs and scholarships.

Post-study work opportunities

Post-study work opportunities continue to be a big pull for students from India. When choosing their destination country for higher education, Canada is the top choice for 1 out of 4 students (27%), with the US taking the second spot (20%) followed by UK and Australia (19%) as per IDP Education’s data. The highest motivating factors behind this decision are the quality of education (63%) and post-study work opportunities (52%).

Post-study work opportunities and permanent residency are high on student priority lists. These factors are responsible for making countries like Canada and Australia leaders in the race to attract Indian students. With their post-study work opportunities, relaxation in work restrictions for international students, and lucrative immigration policies, the overall number of Indian students in Canadian colleges and universities increased by 182% between 2016-2019, and Indian students now have the highest share among the foreign students studying in Australia—at 23%. The US, on the other hand, has seen a decline in student enrolment in recent years due to unfavourable H-1B visa and immigration policies, leading to experts urging the US Congress to prevent Indian talent from moving to Canada recently. The latest relaxation in norms has led to positive results in terms of increasing student intake.

[Click here to meet us at NAFA](#)

News and updates: India

UGC allows Indian and foreign HEIs to offer dual and joint degrees and twinning programs



In April 2022, the University Grants Commission (UGC) announced amended regulations that made it easier for Indian students to pursue a foreign degree. This was done by enabling Indian students to pursue a dual degree, joint degree, or a twinning programme offered by both Indian and foreign HEIs, separately and simultaneously.

In a recent announcement by UGC Chairperson Mamidala Jagadesh Kumar, the statutory body revealed that Indian Ambassadors to 63 countries have been approached to facilitate collaboration with Indian HEIs. The commission has identified 529 foreign and 229 Indian universities eligible for such collaborations.

The new regulations are being promulgated with an aim to promote the internationalization of higher education, multidisciplinary education, and skill-building of 40 million students who are currently enrolled at Indian HEIs.



Foreign universities can set up base in India via GIFT City

The Union Budget 2022 opened up a new route for the setting up of foreign universities in India via GIFT City in Gujarat, to facilitate the availability of skilled manpower in the financial services space. Foreign universities that set up base in Gujarat International Finance Tec-City (GIFT City) through an offshore campus/branch mode rather than a full-fledged varsity mode will be free of domestic regulations. This will allow these institutes to offer specialized courses in India without many bureaucratic hurdles.



Top Indian universities in QS World University Rankings

The 'QS World University Rankings by Subject 2022' was released by QS Quacquarelli Symonds that evaluated universities in 34 specific subjects and 5 broader areas. Top 10 Indian institutes have ranked in these fields, including IITs, IIMs, JNU, Vellore Institute of Technology, University of Delhi, AIIMS, MAHE, Tata Institute of Fundamental Research. IIT Delhi shines with four IIT Delhi programmes securing places in the global top 100 ranks.



India-Australia to set up qualification recognition taskforce

In another step to boost bilateral collaborations, the governments of India and Australia have joined hands to set up a task force to address the recognition of online, blended learning, joint degrees, and offshore campuses on the mutual recognition of degrees on both sides.

The task force would consult with stakeholders to identify new opportunities for graduates of both India and Australia to use their qualifications and to make recommendations to improve arrangements.

[Click here to meet us at NAFSA](#)



University of Essex launches scholarships worth £5,000 for Indian students

The University of Essex, UK has launched a scholarship for Indian students looking to pursue a master's degree in the UK. The scholarships will be awarded to Indian students on academic merit and are paid as a discount on the tuition fee. Eligible courses for the courses include full-time taught masters courses leading to MA, MSc, LLM, and MRes degrees. However, these scholarships are restricted to students who are overseas fee payers and are entirely self-funded.



Truman President's Honorary Scholarship for meritorious Indian students

US-based Truman State University has announced the second cohort of scholarships up to \$10,000 for meritorious students from India for the Fall 2022 intake. The university offers a wide array of academic programmes through its five distinct schools for business, health sciences and education, science and mathematics, arts and letters, and social and cultural studies.



Australian launches SAIEP programme for current Indian students in the country

Australian Trade and Investment Commission has launched Study Australia Industry Immersion Program (SAIEP) for current Indian students at Australian universities to enhance their employability skills. Australian universities have strong engagement with Indian universities to jointly develop world-class capabilities. The research relationship between both countries is focused on STEM, Healthcare and Management.

India and Germany sign migration and mobility agreement



India and Germany have signed an agreement on migration and mobility to facilitate the two-way movement of students, professionals, and researchers while addressing the challenges of illegal migration.

Indian Prime Minister Narendra Modi and German Chancellor Olaf Scholz welcomed the finalisation of the negotiations on the bilateral agreement on a comprehensive Migration and Mobility Partnership as documented by the draft agreement in May.

India will encourage the exchange of students and facilitate admission of German students in HEIs under programmes like Study in India. Both the governments welcomed efforts at the university level to explore collaboration between Indian and German universities, in the form of joint degrees and dual degrees.

[Click here to meet us at NAFSA](#)

T&A at work: Events and initiatives in May

Talent Boost, Finland

Talent Boost is a cross-administrative programme of the Government of Finland aimed at making Finland an attractive place to work, study and carry out research.

As Knowledge Partner, T&A aims to raise awareness about the career opportunities in Finland for Indian students, and also help build partnerships between Indian and Finnish higher education ecosystems.

A Talent Boost mission to the cities of Bhubaneswar and Guwahati was conducted for the week commencing 9 May 2022. The mission was joined by Dr. Mika Tirronen, Counsellor of Education and Science, Embassy of Finland in New Delhi, and Mr. Santeri Ojala, Manager, Talent Boost International Operations.

Part of the agenda for the mission was to visit prominent STEM institutes with the twofold objective of interacting with students about work and research opportunities in Finland, and discussing potential areas of collaboration between Indian STEM institutes and the Talent Boost programme.

The mission was conducted at 6 universities across the two cities and saw participation of more than 800 students.



[Click here to meet us at NAFSA](#)

Event in focus

NAFSA 2022 Annual Conference & Expo

In keeping with the theme "Building Our Sustainable Future", NAFSA 2022 will aim to design strategies for sustainable future success.

NAFSA: Association of International Educators is the world's largest nonprofit association dedicated to international education and exchange. NAFSA serves the needs of more than 10,000 members and international educators worldwide at more than 3,500 institutions, in over 150 countries.

NAFSA 2022 is a two-part experience presented in two formats: virtual, recorded on May 4 and 5, and in-person, in Denver, Colorado from 31 May to 3 June.

The global international education community unites at NAFSA 2022 to discover the latest innovations, new strategies, and best practices. You can establish and build upon your institutional partnerships at the event. To get in touch with T&A at NAFSA, [follow the link](#). To know more about our services, [click here](#).

T&A
we go beyond

MEET US AT THE INTERNATIONAL
EDUCATION EVENT OF THE YEAR

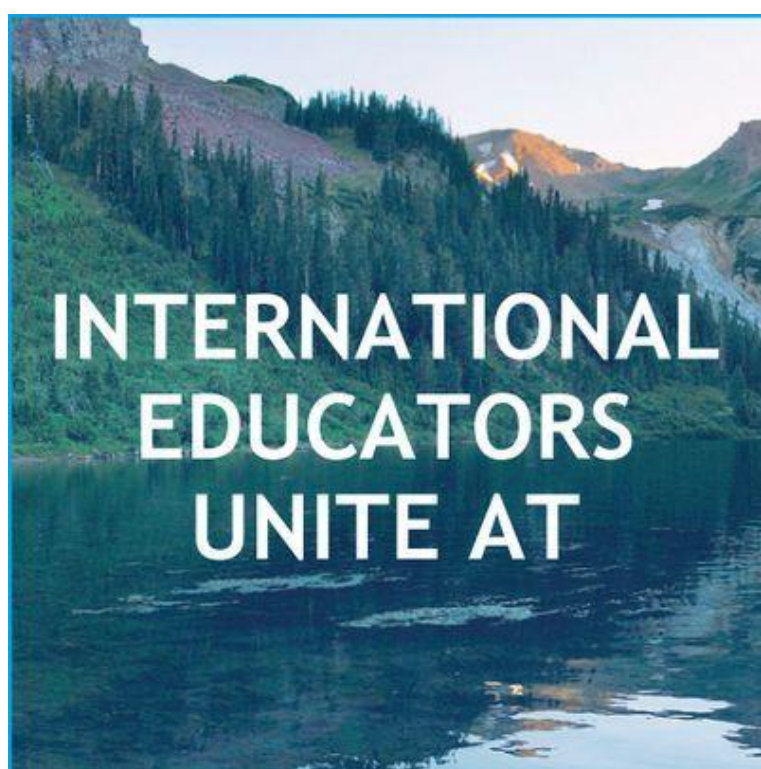
**NAFSA
2022**

May 31 - June 3
Denver, Colorado



ASHWIN MERCHANT
Partner - T&A Consulting

"A combination of experienced legacy in education promotions and modern skills of collaborative engagement in research makes us confident of our presence at NAFSA."
—Ashwin Merchant



NAFSA 2022

ANNUAL CONFERENCE & EXPO

VIRTUAL
MAY 4-5

MAY 31-JUNE 3

DENVER, COLORADO USA

WWW.NAFSA.ORG/NAFSA2022

INDIA & SOUTH ASIA EDUCATION REPRESENTATION SERVICES

ABOUT T&A CONSULTING

T&A Consulting is an international consulting practice to government economic development organisations, higher education institutions (HEIs) and private businesses.

We specialise in developing and successfully executing market entry and growth strategies across the many markets in which we operate. As a global practice, we have a subsidiary in Canada and representative offices in Europe and UK that offer our clients access to global opportunities.

With a strong belief in the age-old adage “quality is the best business plan”, instead of the more traditional approach adopted by the established consulting firms of representing multiple HEIs, our own research indicates that HEIs wanted more than just a marketing function in-market. HEIs want to build sustainable brand recognition and reputation in India and the South Asia region, which is the fastest growing geography for international student mobility in the world. Therefore, at T&A Consulting, we made a deliberate choice to introduce a unique reward-based partner approach to a limited number of HEIs, ensuring always that each of them has dedicated resources and the full support of T&A Consulting’s experienced marketing, representational and admissions capability.



T&A CONSULTING | SERVICES

IN MARKET AND OPERATIONAL SUPPORT

- ❖ Assistance in developing strategies and implementation of plans to recruit students in line with entry requirements
- ❖ Management and reassessment of existing agents’ network
- ❖ Appointment of new agents in previously unexplored South Asian markets including Tier 2,3 and 4 cities in India
- ❖ Maintenance of data on market specific changes, admission requirements and course information
- ❖ Market Intelligence towards new interventions including new programmes, agent engagements and rewards and scholarships.



Arjun Mukundd
Senior Engagement Manager
ID: amukundd@taglobalgroup.com



[Click here to meet us at NAFSA](#)



EVENT MANAGEMENT & LOGISTICS

- ❖ Design, schedule and implement physical and virtual events
- ❖ On-site logistics, AV equipment, catering, venue set-up
- ❖ Co-ordinate inter and intra city travel and transport
- ❖ Event follow up



INDUSTRY INTEGRATION/ EMPLOYABILITY

- ❖ Development of Industry linkages to boost student work placements
- ❖ Partnerships with private companies with research and innovation centres to provide hands-on research experience to students



MARKETING & PR SERVICES

- ❖ Brand positioning and strategy development
- ❖ Social media strategy creation and implementation
- ❖ Managing social media platforms
- ❖ Designing advertising campaigns
- ❖ Strategic planning and execution of public relations initiatives



www.taglobalgroup.com

contact@taglobalgroup.com

+91 – 124 – 4314960