India Study Abroad Market Update

India is the world’s most populous country and the largest democracy. In terms of student mobility, India is still pretty much uncharted territory. Rising prosperity for the middle classes will make India one of the countries to look out for in the coming decades.

According to the British Council, these are the predictions on the Indian Study abroad market for the coming years:

**Key forecasts**

- In 2024, India will be home to the largest tertiary-aged population, numbering over 119 million

- China will become home to the second-largest tertiary-aged population, decreasing 30 million from 2012 to equal 79 million in 2024

- India will have the highest number of tertiary enrolments in 2024, numbering 48 million, followed by China (37 million), the US (22 million), and Indonesia (11 million)

- The strongest annual average growth in outbound postgraduate mobility will occur in Nigeria (+8.3%), followed by India (+7.5%), Indonesia (+7.2%), Pakistan (+6.4%) and Saudi Arabia (+5.2%)

- India postgraduate outbound mobility will have a higher annual average growth rate through the next decade than China

- China will be the largest source of international postgraduate students in 2024, with total outbound postgraduates to selected markets numbering 338,000, compared to India’s 209,000

- To 2024, the US will remain the number one inbound postgraduate destination, hosting 407,000 postgraduates, followed by the UK, which will host 241,000, Germany (113,000 inbound postgraduates) and Australia (112,000 inbound postgraduates)

- Australia and Canada are forecast to have the highest annual average growth in inbound postgraduate mobility, at 4.1 per cent each

- The US inbound postgraduate market is predicted to grow at four per cent annual average change

- The UK and Japan are expected to see slowed growth, at 3.5 per cent and 1.6 per cent respectively

- In 2024, China is expected to account for 44 per cent of growth in inbound postgraduates to the UK and India is expected to account for 54 per cent of the US’ growth in inbound postgraduates

- Postgraduate bilateral flows from China and India to leading destination countries will remain the largest through 2024

More info: please check britishcouncil.org
Quick facts
- Population: 1.3 billion (2015)
- Aged 15-24: 20%
- Education: 9 years compulsory
- Academic year: August - September

Secondary education
- Starting age: 11
- Duration: 7 years

Higher education
- Duration: 3 - 5.5 years (Bachelor) - 2 years (Master), 5 years (PhD)
- Enrolment numbers: 22 million (2015)
- Access to higher education: 18.2% (2014)
- Universities/ Institutions: 634 universities, 33,000 colleges

Most popular fields of study
- Arts (36%)
- Science (18%)
- Commerce/Management (17%)
- Engineering (17%)
- Medicine (4%)
- Law (2%)
- Agriculture (1%)

Indian students studying abroad (source: UNESCO Institute for Statistics 2016)
A total number of 181,872 Indian students are currently studying abroad for a higher education degree. The most popular study abroad destinations among students from India are:

USA - 92,597 students
UK - 22,155 students
Australia - 16,150 students
Canada - 9,582 students
UAE - 9,273 students
New Zealand - 6,845 students
Germany - 5,645 students
Ukraine - 3,587 students
France - 1,828 students
Saudi Arabia - 1,817 students

More info: check unesco.org
Your competitors in India
- Most students focus on English speaking countries. Top destinations tend to have have large Indian communities.
- US, Australia and the UK and most active on the Indian study abroad market.
- The US is market leader.
- The number of Indian students studying in the UK has been dropping over the last couple of years. This is partly because of adjusted visa and residency regulations.
- Canada is becoming a force to reckon with. Canadian institutions started bilateral agreements with Indian universities years ago. This approach has started to bear fruit.
- Germany is also very active in the Indian market. Cheap tuition fees, lenient visa and residency regulations make Germany an interesting study destination for Indian.

Study abroad recruitment trends in India
In recent years, there has been an increase in the number of bilateral arrangements with institutions from the UK, US, Singapore, Malaysia, Canada and Australia. Many international universities have joined forces with Indian institutions or set up a campus on the subcontinent.

Since India is largest source country for international students, many popular study destinations have set up education support offices in India and actively employ marketing strategies designed to encourage Indian students to study abroad. Moreover, Indian students are willing to explore study destinations part from the traditional choices, such as the US, the UK, Australia and Canada.

Best Performing Indian Universities 2015
Looking to partner with Universities from India? These are the best performing universities according to the leading international university rankings:

- Indian Institute of Science
- Indian Institute of Technology
- University of Delhi
- University of Calcutta
- University of Mumbai
- University of Pune
- All India Institute of Medical Sciences
- Indian Institute of Technology Madras
- University of Hyderabad
- Aligarh Muslim University

Online behaviour of Indian students
India has over 250 million internet users. Indian internet users spend eight hours online every day online (source: we are social). The majority of users live in cities. Internet access in rural areas is still weak. Mobile internet usage is rising fast. It has doubled of the last year alone (source: comscore).

Social media websites are by far the most popular in India. Study abroad information is mostly gathered via search engines.
Most visited websites
1) Google India
2) Youtube
3) Facebook
4) Blogspot.com
5) Wikpedia
6) Twitter
7) Linkedin
8) IndiaTimes

Indian Study Abroad websites
- Shiksha
- Study abroad
- Study Overseas
- Infokee Study Abroad
- Uniguru
- Bharat Student
- India Education
- Scholarships India
- Hindu Online

Online marketing in India
Google is the most used search engine. Facebook is the most popular social media channel with 65 million regular users. Spending your marketing budget on Google Adwords and Facebook Ads therefore seems a safe bet to promote your school in India in general and in the major cities (Delhi, Mumbai etc) in particular.

If you are interested in generating enquiries, direct response ads (search engine marketing) tend to work best. If you are interested in branding your school and generating website traffic, social media ads and sponsored updates (Facebook) are a good option.

Websites and study abroad portals are interesting platforms. India however is still very much a newspaper country. They are read by parents and they in turn play a deciding role in the choice for a study and a university. Newspapers allow you to get your message across to a large audience.

Scholarships for Indian students
- Inlaks Foundation Scholarship
- Debesh Kamal Scholarship
- National Overseas Scholarship
- Bharat Petroleum Scholarship for Higher Studies
- National Overseas Scholarships
- J.N Tata Scholarship
- K.C Mahindra Scholarship
- International Scholarship Programme - Aga Khan Foundation