

Service for International Education Marketing - India team concluded its annual pre-departure sessions in July 2013.

These pre-departure sessions were meant for students who received a letter of admission or an offer letter from a UK institution for the September 2013 intake.

The sessions across all cities entailed a generic briefing on 'Preparing to leave to the UK'; Information session on 'student visa' by the visa officers from UKVI and interactive experience sharing session by UK alumni.

The sessions were held in cities of Delhi, Mumbai, Chennai, Bangalore, Hyderabad, Pune, Ahmedabad and Kolkata.

The numbers of attendees were as below:

City	Dates	No of attendees in 2013
Delhi	5 July and 26 July	290
Mumbai	6-Jul	179
Hyderabad	8-Jul	34
Chennai	10-Jul	82
Bangalore	12-Jul	101
Pune	15-Jul	81
Ahmedabad	22-Jul	59
Kolkata	31-Jul	72
Total		898

In cities of Delhi and Mumbai, we recorded an increase in number of attendees by 34% and 38% in comparison to last year, while in cities of Ahmedabad, Kolkata and Pune the increase in number of students was by 30%, 24% and 20% respectively.

In the cities of Chennai, Bangalore and Hyderabad we re-introduced a pre-departure session after a gap of few years. Prior to this year, we have organised visa seminars in these cities which were very popular amongst students. In cities of Bangalore, Hyderabad, Pune and Ahmedabad the sessions were delivered via a webinar.

Analysis of feedback forms completed by attendees:

	Chennai	Bangalore	Hyderabad	Mumbai	Ahmedabad	Pune	Delhi	Kolkata
Session on 'Preparing to leave'								
Excellent	38%	19%	11%	32%	58%	44%	41%	30%
Good	56%	50%	81%	57%	38%	52%	50%	52%
Average	0%	14%	7%	3%	2%	4%	4%	7%
Poor	0%	3%	0%	0%	0%	0%	0%	0%
Very poor	0%	0%	0%	0%	0%	0%	0%	0%
Unfilled	5%	14%	0%	8%	2%	0%	4%	0%

Session on 'Student visas'								
Excellent	42%	39%	33%	29%	62%	44%	55%	59%
Good	45%	34%	67%	49%	36%	52%	34%	28%
Average	7%	5%	0%	10%	2%	4%	5%	0%
Poor	0%	0%	0%	4%	0%	0%	0%	0%
Very poor	0%	0%	0%	0%	0%	0%	0%	0%
Unfilled	5%	22%	0%	8%	0%	0%	5%	13%

Session on 'Interaction with Alumni'								
Excellent	44%	19%	7%	37%	81%	62%	41%	24%
Good	40%	34%	74%	34%	19%	38%	38%	41%
Average	2%	16%	0%	6%	0%	0%	10%	7%
Poor	0%	6%	0%	0%	0%	0%	2%	0%
Very poor	0%	0%	0%	0%	0%	0%	0%	0%
Unfilled	15%	25%	19%	23%	0%	0%	9%	28%

How are you planning to fund your studies								
Own funds	55%	55%	70%	75%	75%	48%	74%	54%
Scholarships	7%	8%	7%	14%	4%	10%	20%	21%
Sponsorship	0%	0%	0%	5%	2%	2%	5%	6%
Bank loan	33%	31%	22%	24%	17%	40%	23%	19%
other source	2%	0%	0%	3%	0%	0%	3%	0%
Unfilled	4%	6%	0%	2%	2%	0%	4%	0%

How did you apply to the institution								
Directly	25%	58%	52%	61%	55%	33%	60%	63%
Agents/ Representatives	71%	41%	41%	38%	45%	67%	35%	35%
Unfilled	4%	2%	7%	1%	0%	0%	5%	2%

Have you visited Education UK Exhibition fair earlier								
Yes	25%	22%	30%	31%	21%	21%	3%	37%
No	71%	61%	67%	68%	79%	79%	55%	72%
Unfilled	4%	17%	4%	1%	0%	0%	4%	2%

Have you attended Education UK briefing in the past								
Yes	5%	8%	4%	11%	11%	6%	17%	24%
No	91%	84%	93%	88%	87%	94%	80%	72%
Unfilled	4%	8%	4%	1%	2%	0%	3%	4%

How did you come to know about this event									
British council	38%	22%	33%	34%	0%	38%	27%	31%	
Agent	18%	8%	0%	3%	6%	13%	4%	2%	
E- poster	2%	0%	0%	1%	0%	0%	0%	0%	
Education UK website	7%	6%	19%	11%	2%	6%	8%	11%	
Friends / Relatives	4%	20%	19%	6%	9%	15%	16%	9%	
Facebook Page	7%	2%	4%	2%	0%	2%	4%	5%	
Newspaper Advert	2%	6%	7%	9%	15%	10%	8%	11%	
UK Institution	16%	14%	15%	23%	6%	17%	29%	14%	
British Council Email	0%	16%	0%	27%	60%	12%	16%	13%	
E-Poster	0%	2%	0%	1%	0%	0%	0%	2%	
Others	5%	0%	4%	4%	2%	2%	8%	1%	
Unfilled	0%	5%	0%	1%	0%	0%	5	1%	

Before attending todays briefing, had you seen or heard anything about the jubilee Scholarships" which provided 60 fully funded opportunities for Indian students to study in the UK AT Masters level over the last year.									
Yes	13%	6%	22%	22%	19%	6%	21%	31%	
No	76%	77%	52%	51%	51%	81%	53%	58%	
Don't know	9%	14%	26%	14%	26%	13%	15%	9%	
Unfilled	2%	3%	0%	13%	4%	0%	11%	2%	

If yes, as a result of seeing/ hearing about the jubilee scholarships, did your perception of the attractiveness of the UK as a place to study improve at all									
Not at all	2%	9%	0%		10%	0%		6%	
A little	0%	14%	15%		15%	0%		7%	
A fair amount	11%	5%	19%		13%	4%		15%	
A great deal	4%	3%	11%		9%	2%		0%	
Unfilled	80%	66%	56%		53%	94%		70%	

Before attending todays briefing, had you seen film by British council and the Britain is GREAT campaign' CALLED, "there has been a better time to study in the UK" ?									
Yes	4%	3%	22%	36%	15%	6%	56%	16%	
No	75%	84%	56%	52%	74%	77%	38%	73%	
Don't know	9%	3%	7%	7%	9%	10%	41%	3%	
Unfilled	13%	9%	15%	5%	2%	7%	13%	7%	

If yes, where did you see this film?									
You tube/ BC Website	4%	2%	7%	7%	0%	4%	7%	9%	
Education UK Exhibition	2%	2%	4%	6%	9%	4%	7%	4%	
Television	0%	0%	0%	1%	0%	0%	0%	2%	
Else where	0%	0%	0%	29%	4%	0%	40%	2%	
Unfilled	95%	97%	89%	57%	87%	92%	26%	83%	

If yes, as a result of seeing this video, did your perception of the attractiveness of the UK as a place to study improve at all?									
Not at all	2%	6%	0%		2%	2%		0%	
A little	0%	6%	15%		6%	6%		2%	
A fair amount	4%	3%	15%		9%	4%		9%	
A great deal	4%	3%	4%		9%	0%		6%	
Unfilled	91%	81%	67%		74%	88%		83%	

Before attending today's briefing, had you seen or heard anything else about "Britain is GREAT", did your perception of the attractiveness of the UK as a Place to study at all ?								
Yes	16%	8%	26%		21%	10%	22%	26%
No	55%	59%	52%		71%	79%	61%	61%
Don't know	4%	3%	11%		4%	7%	12%	6%
Unfilled	25%	30%	11%		4%	4%	5%	7%
If yes, as a result of seeing / hearing anything else about Britain is GREAT", did your perception of the attractiveness of the UK as a place to study improve at all?								
Not at all	5%	6%	4%		4%	2%		0%
A little	0%	6%	11%		13%	9%		7%
A fair amount	7%	6%	15%		13%	8%		9%
A great deal	5%	0%	4%		9%	2%		9%
Unfilled	82%	81%	67%		61%	79%		74%

And as a result of learning about the jubilee Scholarships and / or seeing the film, "there has been a better time to study in the UK " and/or learning about the Britain is GREAT " campaign, did your Intention to study in the UK Change at all?								
Not at all	4%	5%	15%		13%	13%		11%
Increased a little	5%	6%	19%		17%	17%		13%
Increased a fair amount	9%	9%	22%		13%	29%		26%
increased a great deal	0%	5%	4%		11%	4%		9%
not applicable	15%	19%	15%		21%	10%		20%
Unfilled	67%	56%	26%		25%	27%		20%

The Pre departure briefing met my expectations								
Strongly Agree	25%	17%	15%	27%	51%	38%	35%	30%
Agree	62%	48%	63%	58%	47%	58%	53%	59%
Neither agree nor dis agree	2%	13%	11%	10%	2%	2%	5%	2%
Disagree	0%	3%	0%	0%	0%	2%	1%	0%
Strongly disagree	0%	0%	0%	0%	0%	0%	0%	0%
Unfilled	11%	19%	11%	5%	0%	0%	1%	9%

Over all, this was high quality programme								
Strongly Agree	24%	13%	22%	27%	53%	35%	41%	24%
Agree	60%	52%	56%	54%	45%	58%	51%	61%
Neither agree nor dis agree	4%	16%	11%	12%	2%	6%	7%	4%
disagree	0%	3%	0%	0%	0%	1%	1%	0%
Strongly Disagree	0%	0%	0%	0%	0%	0%	0%	0%
Unfilled	13%	17%	11%	7%	0%	0%	1%	11%

The British council is among the leading organisations in the field								
Strongly Agree	40%	23%	37%	38%	60%	54%	46%	43%
Agree	42%	48%	44%	45%	34%	40%	45%	43%
Neither agree nor dis agree	0%	6%	4%	7%	2%	6%	6%	4%
disagree	0%	5%	0%	1%	0%	0%	1%	2%
Strongly Disagree	0%	0%	0%	0%	0%	0%	0%	0%
Unfilled	18%	17%	15%	9%	4%	0%	2%	9%

How likely is that you would recommend the British council to a friend or colleague								
0	0%	0%	0%	0%	0%	0%	0%	0%
1	0%	0%	0%	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%	0%	0%	0%
4	0%	3%	0%	1%	0%	1%	2%	0%
5	0%	13%	4%	6%	0%	5%	2%	2%
6	5%	2%	4%	4%	0%	0%	2%	4%
7	5%	14%	15%	15%	2%	5%	12%	13%
8	24%	19%	33%	19%	19%	6%	16%	17%
9	22%	9%	7%	22%	21%	12%	31%	26%
10	24%	23%	26%	27%	56%	23%	32%	30%
Unfilled	20%	17%	11%	6%	2%	0%	3%	9%

Your age group								
16-20	16%	14%	22%	33%	28%	16%	29%	28%
21-24	49%	48%	41%	53%	57%	26%	47%	43%
25-34	16%	27%	22%	10%	13%	9%	20%	19%
35-44	4%	2%	0%	1%	2%	1%	3%	6%
above 45	0%	2%	4%	0%	0%	0%	0%	2%
Unfilled	15%	8%	11%	3%	0%	0%	1%	4%

Demographic								
Female	40%	36%	37%	66%	51%	32%	55%	46%
Male	40%	53%	52%	29%	49%	68%	40%	48%
Unfilled	20%	11%	11%	5%	5%	0%	5%	6%

The above analysis indicates that an average of 52% attendees found the session on 'preparing to leave for the UK' as 'good' while 59% students found the session on 'UK visas' as 'excellent'. 81% attendees in Ahmedabad found the 'interaction with UK alumni' 'excellent' along with 62% attendees in Pune and 44% in Chennai

Over 70% of attendees in Hyderabad, Mumbai, Ahmedabad and Delhi mentioned that they will 'fund their own studies'. 21% attendees in Kolkata were looking at 'scholarships' as a funding option, this was highest across all cities. More than 30% attendees opted for the option of 'Bank loan' in cities of Pune, Chennai and Bangalore.

Nearly 60% attendees to the pre-departure sessions had applied to their respective institution directly, while an average of 35% had applied through agents, highest being in the city of Chennai with 71% followed by Pune 67% and Ahmedabad with 45%.

43% attendees across all cities were from an age group from 21 to 24 years, while 28% were between 16 to 20 years.

Photographs: during the pre-departure sessions –



Alumni interaction at one of the session



Students viewing the session delivered through a webinar



Interaction with the Visa officer



An interactive alumni session



Press coverage:

Pune: Maharashtra Times, 23 July

Maharashtra Times : 23 July 2013

Ahmedabad:



UK-bound students listen intently to a pre-departure briefing held at British Council by Express news service Hyderabad