



THE CAREER DISPATCH

September 2024





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TARUN GUPTA
Global Managing Partner

As we step into September 2024, the global landscape of higher education continues to evolve, bringing both opportunities and challenges to the forefront. South Asia remains a region of immense potential, with its vast and diverse population driving demand for quality education across borders. At T&A Consulting, we are committed to empowering our partners to navigate this dynamic environment successfully.

This edition of *The Career Dispatch* delves into the transformative power of artificial intelligence (AI) in higher education. As AI continues to reshape industries worldwide, its impact on education is profound. From personalized learning experiences to streamlined administrative processes and enhanced career guidance, AI is revolutionizing how students from South Asia engage with international education. However, alongside these opportunities come challenges, such as the digital divide and data privacy concerns, which must be addressed to ensure equitable access and trust in AI-driven solutions.

Our *Country in Focus* section highlights the United Arab Emirates, a rapidly emerging destination for South Asian students, offering world-class education and diverse career opportunities. The UAE's strategic location and its status as a global business hub make it an attractive choice for students seeking to enhance their professional prospects.

In this edition, our *Expert Chat* features an insightful discussion on why Finland is an appealing destination for Indian professionals. With its innovation-driven economy, excellent work-life balance, and commitment to sustainability, Finland offers unique opportunities for career growth and personal fulfillment.

As we explore the shifting policies in major study destinations, it's clear that countries like Canada and Australia are implementing new regulations that will significantly impact international students. These changes underscore the need for students and educational institutions to stay informed and adaptable.

At T&A Consulting, our mission remains steadfast: to support our partners in harnessing the potential of South Asia's vibrant education market. Through our strategic initiatives, such as EduFORWARD, we continue to provide valuable insights and guidance, helping institutions make informed decisions and build lasting connections.

I invite you to explore this edition of *The Career Dispatch* and gain deeper insights into the opportunities and challenges shaping the future of higher education. As always, we remain dedicated to going beyond expectations, delivering the support and expertise our partners need to thrive in an ever-changing global landscape.

SOUTH ASIA UNLOCKED

A primer for HEIs looking to enter the market



In this edition of **South Asia Unlocked**, we discuss the hotly debated topic of Artificial intelligence and its impact on international higher education.

According to *Generative AI Policy in Higher Education*, a report by the thinktank Centre for International Governance Innovation, most post-secondary institutions in Europe and the United States have developed and adopted broad institution-wide policies on generative AI.

The University of Phoenix recently adopted a policy that requires instructors to “become familiar with generative AI tools”. Similarly, Sciences Po, Paris, recently adopted a policy that punishes students for using generative AI tools “without transparent referencing”.

British universities have adopted policies and strategies to promote AI engagement and literacy among students, while maintaining academic standards of originality, transparency, and critical thinking.

We take a look at the good and bad of AI’s impact on higher education abroad, especially from the lens of South Asian students seeking foreign shores for better career prospects.

ARTIFICIAL INTELLIGENCE

How AI is revolutionizing higher education



The rise of artificial intelligence (AI) is transforming various sectors globally, and international higher education is not untouched.

According to a Markets and Markets report, the global market for AI in education is experiencing significant growth and is expected to reach USD 6 billion by 2025. This growth is driven by the increasing adoption of AI-based adaptive learning solutions by educational institutions around the world.

For students coming from South Asia, AI has presented both opportunities and challenges that are reshaping their educational experiences abroad, especially in areas such as accessibility, personalization, administrative efficiency, and employability.

Did You Know?

AI-powered language translation tools are helping international students better integrate into foreign educational environments.

A U.S. Department of Education study found that a student who received personalized and adaptive instruction outperformed by 70% of those who received non-adaptive instruction.

OPPORTUNITIES OFFERED BY ARTIFICIAL INTELLIGENCE

Enhanced Accessibility and Inclusivity



AI is playing a crucial role in making international higher education more accessible for South Asian students by simplifying application processes and providing financial aid information.

➤ **AI-Powered Application Assistance:**

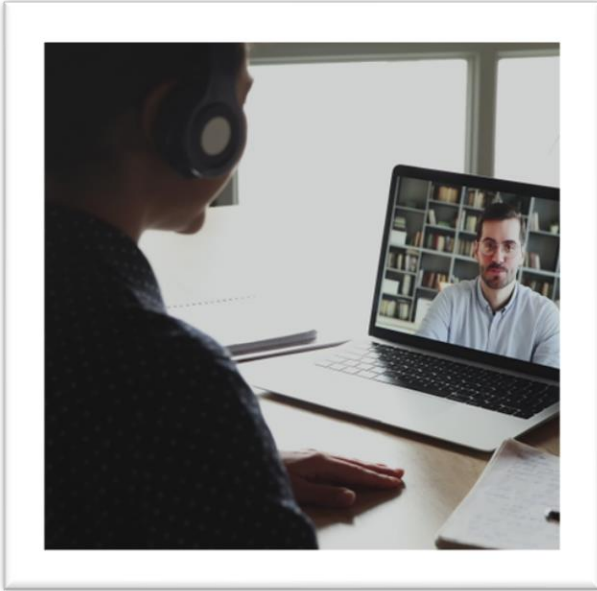
As per recent surveys, over 50% of top education consultants in India now use AI chatbots to provide real-time assistance with application procedures, visa requirements, and university selection. These chatbots provide real-time answers to queries related to admissions and visa processes, significantly reducing application processing times and improving accessibility.

➤ **Scholarship and Financial Aid:** AI-powered platforms, such as Scholly and EduFund, have been instrumental in helping Indian students find scholarships and financial aid. These platforms saw a 35% increase in usage among Indian students over the past year, with AI algorithms matching students to over 2,000 funding opportunities.

➤ **Online Learning Platforms:** Data from a 2024 UNESCO report indicates that global online learning platforms have seen a 25% increase in South Asian enrolments over the past year. Data from the National Association of Software and Service Companies (NASSCOM) indicates a 30% rise in Indian enrollments on platforms like Coursera and edX in 2024.

AI plays a crucial role in this growth, offering benefits such as personalized learning paths, adaptive course content, and real-time feedback, which enhance the effectiveness and accessibility of online education, making it more appealing to a broader audience.

Personalized Learning Experiences



AI enhances learning experiences by offering personalization, which is particularly beneficial for South Asian students adjusting to new educational environments. AI-powered TOEFL and IELTS preparation apps are also helping students prepare for these exams, making it easier to gain admission to universities abroad.

- **Adaptive Learning Technologies:** The global adaptive learning market size was valued at USD 3.46 billion in 2022. These systems, such as Carnegie Learning and DreamBox, personalize content and adjust difficulty levels based on student performance, improving learning outcomes for students from diverse educational backgrounds.

An example can be quoted of Arizona State University that successfully implemented an adaptive learning platform, increasing the university's algebra pass rate from a staggering 64% to 75%.

- **AI Tutors and Mentors:** AI-driven tutoring services have also seen significant growth. As per recent estimates 22% of Bangladeshi students use AI tutoring platforms like "Tutor.lk" and "Knewton," which offer personalized feedback and support. Knewton allows a person to create over 1 trillion unique learning paths. In Sri Lanka and Nepal, AI tutoring services have reported a 15% increase in usage among students.
- **Increased student engagement:** A Bill & Melinda Gates Foundation study found that students using adaptive learning platforms demonstrated higher levels of engagement compared to traditional classroom environments. Instant feedback, personalized assignments, and interactive features keep students engaged in the learning process.

Improved Administrative Efficiency



AI is streamlining administrative processes in higher education, leading to greater efficiency and reduced bureaucratic hurdles for students.

- **Automated Administrative Tasks:** A survey conducted by the Higher Education Technology Survey in 2024 found that 50% of universities have implemented AI to automate administrative tasks such as grading and scheduling. This has led to a 20% reduction in administrative workload for faculty, allowing for more focused student engagement.
- **Enhanced Data Management:** AI-driven data management systems have become more prevalent. The 2023 EDUCAUSE Horizon Report noted that 55% of institutions are using AI for data analytics to improve student services and outcomes.

- According to a 2024 report from the Indian Council for Technical Education (ICTE), 50% of Indian institutions are **leveraging AI for data analytics**. This has led to better-targeted support services for international students.

Increased Employability and Career Guidance

AI is also transforming career services, helping international students, including those from South Asia, enhance their employability.

- **AI-Driven Career Services:** Platforms like Handshake and LinkedIn have seen increased adoption of AI for career services. A 2024 LinkedIn report indicates that AI-driven job recommendation engines have led to a 25% increase in job placements for users, including South Asian students, by providing tailored job and internship recommendations.
- **Skills Development:** According to a 2024 report by McKinsey & Company, online learning platforms offering AI-driven courses have seen a 40% increase in enrolments. South Asian students are increasingly using these platforms to acquire skills in high-demand areas, enhancing their employability in the global job market.

CHALLENGES AND CONSIDERATIONS OF ARTIFICIAL INTELLIGENCE



Despite the benefits, there are challenges associated with the use of AI in higher education that need addressing:

- **Digital Divide:** A 2023 report by the World Bank highlights that while AI offers numerous benefits, a significant digital divide exists in South Asian countries, affecting students from economically disadvantaged backgrounds. Limited access to AI tools and technology can exacerbate existing inequalities, with students in rural or lower-income areas facing greater challenges in accessing international education resources.
- **Data Privacy:** As AI tools collect and analyse personal data, concerns about data privacy are paramount. A 2024 survey by the International Association for Privacy Professionals found that 68% of students are concerned about the security of their data on AI platforms. Ensuring robust data protection measures is essential for maintaining trust among South Asian students and others.
- **Cultural and Contextual Relevance:** AI systems developed primarily in Western contexts may not always address the cultural and educational needs of South Asian students. A 2024 study by the Global Education Monitoring Report emphasized the need for AI tools to be adaptable to diverse educational contexts to be truly effective.

COUNTRY IN FOCUS

United Arab Emirates



In recent years, the United Arab Emirates (UAE) has emerged as a premier destination for higher education, particularly for South Asian students. Various factors play a role here, the top-most being the following:

1. The UAE hosts **several universities and colleges that are internationally recognized** for their academic excellence. Institutions such as the American University of Sharjah, the University of Sharjah, and Abu Dhabi University have gained reputations for offering high-quality education across various disciplines.
2. These universities often feature **partnerships with prestigious institutions worldwide**. Furthermore, the UAE has successfully attracted **branch campuses of renowned international universities**, such as the University of Manchester and Harvard Medical School, which enhance the diversity and quality of educational options available.
3. Situated at the crossroads of Europe, Asia, and Africa, the UAE offers South Asian students a relatively **short and convenient travel distance** from their home countries. UAE saw 2,47,325 Indian students enrolling in its institutions in 2023.
4. As the **UAE continues to diversify its economy**, students in fields such as business, engineering, technology, and finance find ample internship and employment opportunities. The **country's status as a global business hub and its investment in infrastructure** allow students to gain real-world experience.

EXPERT CHAT

*In the September 2024 edition of The Career Dispatch, our Expert Chat features an insightful discussion with **Ms. Shreshta Sharma, Talent Manager for India at Business Finland**. Shreshta highlights Finland's appeal for Indian professionals, emphasizing the country's innovation-driven economy, particularly in tech, healthcare, and clean energy sectors.*

She discusses the demand for specific skills, the role of startups in fostering talent mobility, and the supportive government policies that facilitate this exchange. Shreshta also addresses challenges Indian talent faces, such as qualification recognition and language barriers, offering practical solutions to overcome them.

Edited excerpts:

Why should Indians consider Finland for their professional and personal journey?

In one line - Finland is beautiful, peaceful and stable, the country to build ones' life and career!

It offers a unique blend of professional opportunities and a high quality of life. Ranked 3rd in the World Innovation Index 2023, Finland is a hub for growth, especially in tech, healthcare, and clean energy sectors.

With a strong commitment to research and development and an excellent work-life balance, it attracts skilled professionals. Indian conglomerates like TCS and Infosys also have regional offices in Finland, employing thousands of Indians.

In fact, the Indian community in Finland is rapidly growing, with approximately 20,000 members, including students and IT professionals.



Finland provides a clean, safe environment, ranking high in global happiness and quality of life indexes.

Rooted in equality, transparency, and sustainability, Finland is perfect for those seeking a happy and stable life.

If that's your goal, Finland is your calling!

What specific skills and industries are most in demand in Finland, and how can Indian professionals better meet these needs?

Finland has a high demand for professionals in information technology, with a specific focus on software development, cybersecurity, data science, and artificial intelligence.

The country's ageing population also creates opportunities in healthcare, aligning with India's strength in migrating healthcare workers. Future trends indicate a growing need for clean tech and renewable energy experts, as Finland aims to be carbon neutral by 2035.

Indian professionals can better meet these needs by acquiring relevant skills, certifications, and work experience aligned with Finnish industry requirements.

Learning Finland's business culture and language basics can provide a competitive edge. Staying informed about resources offered by the Finnish government, companies, and potential employers is also crucial.

Following resources like [Work in Finland](#), [Job Market in Finland](#) and [Team Finland in India](#) can help candidates stay updated on new programs and opportunities.

What role do start-ups play in the talent mobility ecosystem between India and Finland, and how can they leverage this dynamic?

Startups play a crucial role in the talent mobility ecosystem between India and Finland, supported by the government and funding opportunities. Both countries boast thriving startup landscapes, with Finland home to over 4,000 startups and hosting events like [SLUSH](#), a leading global startup event.

This dynamic attracts skilled professionals and offers opportunities for Indian entrepreneurs to engage in cutting-edge projects, particularly in technology, health, and sustainability.

Indian startups are leveraging this by partnering with Finnish counterparts, participating in joint ventures, and joining accelerator programs like [SLUSH D events](#), [SISU LAUNCHPAD](#), [Boost Turku](#) and [Experience Tampere](#).

These collaborations open doors for exploring new markets, accessing funding, and benefiting from Finland's supportive business environment, fostering a vibrant exchange of ideas and talent.

If you're an aspiring startup with an innovative business idea, consider studying the Finnish Startup Permit for more information.

How are government policies and institutional partnerships between India and Finland facilitating talent mobility? Are there gaps that need to be addressed better?

Government policies and institutional partnerships are key to facilitating talent mobility between India and Finland, which share warm relations, especially as they celebrate the 75th anniversary of diplomatic ties in 2024.

Finland views India as a significant market and partner, particularly in high-tech industries, while India values Finland for its advanced education models and technology. Finland's [Talent Boost](#) program aims to make Finland a more attractive place for skilled professionals and entrepreneurs.

On the other hand, Startup Permit program promotes the mobility of Indian startups and entrepreneurs into Finland's robust startup ecosystem. Memorandums of Understanding (MoUs) signed between Finland's Embassy in New Delhi and Business Finland India with state bodies focus on digitalization, technology, and innovation.

However, improvements could include simplifying visa processes, creating targeted programs for specific industries, and expanding bilateral agreements. Additionally, Finnish universities are collaborating with Indian institutions for joint research, student exchanges, and dual degrees, enhancing global competitiveness and fostering continuous knowledge and talent exchange.

What are the major challenges faced by Indian talent seeking opportunities in Finland, and how can these be addressed?

Indian talent seeking opportunities in Finland face challenges like the recognition of qualifications and work experience, particularly for spouses of employed personnel. Limited avenues for aligning Indian degrees with Finnish standards make job searching difficult. Language barriers also pose a challenge, especially in roles requiring Finnish or Swedish proficiency, such as teaching or healthcare.

However, resources like [Spouse programs](#) by International House Helsinki help newcomers expand networks and re-skill, while Business Helsinki offers [Soft landing services](#) for entrepreneurs. Each city's [international houses](#) provide support to incoming talents and families. Community groups cater to different Indian regions, and language basics are included in cultural orientation sessions.

Recently, opportunities to learn Finnish while in India have emerged. Cultural and social assimilation can take time due to the stark differences between Finland and India, but the warmth and safety Finland offers are well worth the adjustment.

As one Indian living in Finland puts it, ***"Finland gives you warmth and safety, but you need to be open to accept it fully!"***

NEWS AND UPDATES

Canada imposes limits on off campus work for international students; bound to impact finances of students



Starting September 2024, a new rule in Canada will pose limitations on international students to work off campus for a maximum of 24 hours per week.

As per the Canadian government, “recent studies conducted in the US and Canada have shown that there is a considerable decline in academic performance for students working more than 28 hours per week, and that working more than 24 hours per week increases the chances that a student will drop out of their program.”

As per estimates by ICEF Monitor, international students coming to Canada must now have more existing funds than in the past. Each student applying for a visa must have CDN\$20,635 (US\$14,930) plus the first year of tuition and additional proof of being able to cover other costs.

University of Manchester announces scholarships for Indian students

The University of Manchester has announced several scholarships for Indian students for the September 2024 intake. These scholarships, which aim to provide support to exceptional Indian students planning to pursue undergraduate and postgraduate study programs, include the Humanities International Excellence Scholarships and the Global Futures Scholarships,

Doubling of visa fees in Australia and NZ raises concerns for international students

Australia in July doubled the visa application fees for international students from AUD 710 (USD 473) to AUD 1,600 (USD 1,068), which is approximately 89,130.29 Indian Rupees, a move that is bound to impact international students. In a separate news, New Zealand too has announced doubling of its visa fee across categories, including student visa, from the current NZ\$375 to NZ\$750 as of 1 October 2024.

UGC allows 18 Karnataka institutes to partner with international universities

India's UGC has sanctioned a plan for 18 state universities and HEIs in Karnataka to partner with overseas universities to offer twinning, joint, or dual degree programs. Among these are prestigious institutes like IISc Bengaluru, NLSIU, University of Agricultural Sciences, University of Mysore, VTU, and private institutions like Manipal Academy of Higher Education and Christ University.

Ireland is successfully attracting South Asians students amid global policy shifts



As major study destinations witness changes in policies affecting student recruitment, Ireland has been attracting South Asian students with India sending over 7,000 students to Ireland in 2023 from a mere 700 in 2013.

Students are attracted to specialised fields like healthcare, engineering, science, information technology, business, art & design and hospitality, with merit-based scholarships also available offering up to €4,000.



Macquarie University scholarships for Indian & Sri Lankan students

The Macquarie University, Sydney, has announced an annual scholarship worth AUD 10,000 for all eligible students from India and Sri Lanka commencing their studies in 2024-25 onwards.

A release issued by the University stated that the scholarship will be disbursed as an annual scholarship towards tuition fees covering all coursework degree programs taught at the campus.



Nepal emerging as a critical source of students for UK

According to a report by ApplyBoard, a Canadian educational technology company, over 8,500 students from Nepal were issued a UK study visa in 2023, an increase of 83% from the previous year. Visas issued in Q1 2024 saw a growth of 27% over Q1 2023, contrary to the visa trends in other countries.

As per the report, Nepal has a lower ratio of dependents to main applicants, which is why visa curbs have had little to no impact on the country.



Finland International School sets up third campus in India

Finland International School (FIS), an initiative by Indian business conglomerate Goenka Inc. and Educluster Finland, has set up its third campus in Mumbai, India, as Finland's education standards continue to attract Indian parents.

FIS was launched in 2022. It follows a 4-pronged approach under Finnish National Core Curriculums and will also be implementing certain aspects of India's National Education Policy.

T&A EVENTS AND INITIATIVES

EduFORWARD

An initiative by T&A Consulting to explore the dynamic space of Indian Higher Education and Outbound Student Movement

EduFORWARD is an initiative by T&A Consulting dedicated to exploring the dynamic space of Indian higher education and outbound student movement. This initiative aims to offer valuable insights into popular destinations and courses, international scholarships, and strategic recommendations for Higher Education Institutions to enhance student recruitment from India and South Asia.

So far, we have delved into critical topics such as *Outbound Student Mobility from India*, *Course-Driven Popular Study Destinations*, *Exploring Scholarships for Indian Students*, *Employment Opportunities Abroad for Indian Students*, and *National Education Policy 2020: Internationalisation of Education*.

Through this series, we have not only informed stakeholders but also contributed to shaping informed decision-making within the education sector. By addressing emerging trends and challenges, **EduFORWARD** has become a valuable resource for educational institutions, policymakers, and students alike, helping to bridge gaps and facilitate a more globally connected and competitive education landscape.



Edu FORWARD

ISSUE 4



~ 44%
Indian students received OPT (Optional Practical Training) work authorisation in the USA under STEM courses

~ 64%
of the students studying abroad consider networking as the most valuable source for job opportunities

EduFORWARD is an initiative by T&A consulting dedicated to exploring the dynamic space of Indian Higher Education and outbound student movement.

This is a 10-part series that aims at offering valuable insights into popular destinations and courses, international scholarships, and recommendations for Higher Education Institutions (HEIs) to boost student recruitment from India and South Asia.

* Industry reports and press releases

Global Companies' Preferred Courses for Recruitment

Industry	Companies	Courses	Skills
Technology	amazon, Microsoft, Adobe, IBM	Computer Science, Information Technology, Data Science, and related technical fields	Software development, machine learning, artificial intelligence, and cloud computing
Finance	Goldman Sachs, J.P.Morgan, ICICI Bank, HDFC BANK, Morgan Stanley	Finance, Economics, Accounting, and Business Administration	Financial analysis, investment banking, risk management, and corporate finance
Consulting	Deloitte, EY, BCG, BAIN & COMPANY	Business Administration, Economics, Engineering, and other quantitative fields	Problem-solving skills, analytical abilities, and strong communication skills
Healthcare	Hospitals, Pharmaceutical Firms, Medical Research Institutes	Medicine, Nursing, Pharmacy, Biotechnology, and related healthcare fields	Medical research, clinical trials, drug development, and healthcare management
Startups	Technology Startups, Fintech Firms, Healthcare Startups	Computer Science, Business, Engineering, and even non-technical fields	Entrepreneurial mindset, problem-solving skills, and the ability to thrive in dynamic environments

Placement Cell: An untapped opportunity for FHEIs

Unlike in India, where colleges ensure job placements through dedicated placement cells, in countries like the USA students must actively seek employment via career fairs and networking forums. FHEIs can tap placement cell as an opportunity due factors such as:

- 📈 Increased job opportunities for students
- 📈 Enhanced employability resulting in high ranking of the Institution
- 📈 Industry collaborations through placement networks
- 📈 Increased student enrolment and institution funding
- 📈 Robust student alumni network and institutional development

Placement cell as an opportunity provides a structured mechanism that prepares students for a corporate environment. It provides training facilities and brainstorming sessions to students based on different formats of interviews to facilitate employment.

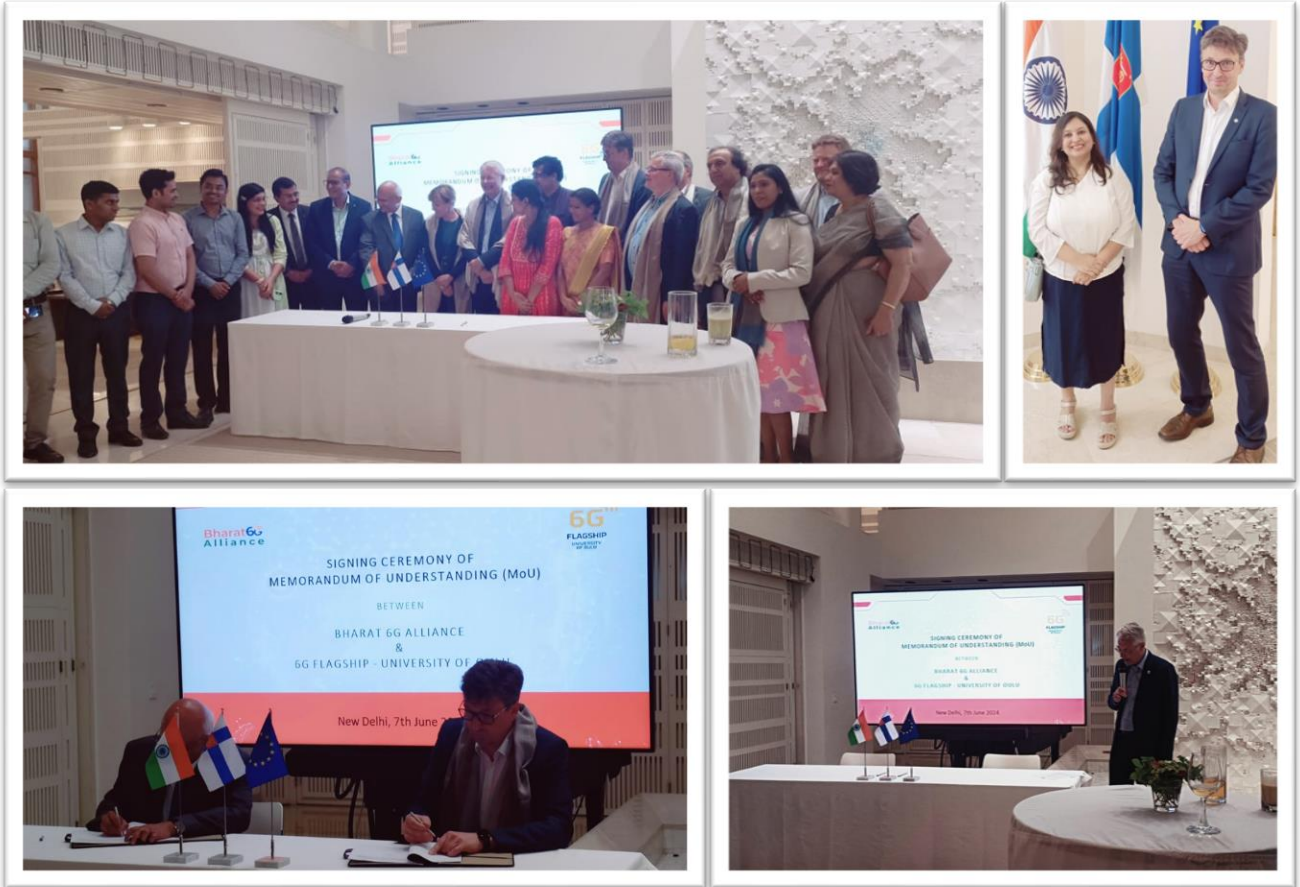
Looking Ahead

In the present globalized world, companies have started to focus more on diversity, equity and inclusion. In fact, companies with significantly better diversity at workplace are likely to be more profitable compared to their peers. This indicates increased opportunities for Indian students pursuing their education in FHEIs. Education institutions can prioritise internships, co-op programs, meaningful networking and cross-cultural competence that will add on to the candidate's competence and improve their employability. Considering the transition to industry 5.0 upskilling should be at the forefront of a university's curriculum.

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Team T&A attends the MoU signing ceremony between the University of Oulu and Bharat Alliance 6G



T&A Consulting attended the reception for the **University of Oulu** delegation to India, held at the Ambassador's residence, Embassy of Finland, New Delhi. The event provided an opportunity to reconnect with His Excellency Mr. Kimmo Lähdevirta, Ambassador of Finland to India, and Ms. Gitta Perez, Director & Regional Head of Business Finland. T&A also had the pleasure of meeting Ms. Liisa Toivonen, Team Finland Knowledge Counsellor, India.

During the reception, T&A also engaged with the Rector Mr. Jouko Niinimäki, who led the university delegation, as well as Mr. Jukka Rieki, Dean of Information Technology & EEE. It was also a great opportunity to meet Katja Nieminen, Head of International Affairs at #UniOulu, with whom T&A has been collaborating virtually over the past few months.

The event also featured the MoU signing ceremony between the University of Oulu and Bharat Alliance 6G, providing T&A with valuable insights into the research landscape in the 6G space in India as shared by the representatives of Bharat 6G Alliance.

Queen's University Belfast: South Asia team empowers 1,500+ students with counseling; Delivers Pre-Departure Briefings; Explores New Partnerships with Indian Universities



The South Asia team at Queen's University Belfast has been actively promoting the university and its undergraduate and postgraduate programs across the region. Between May and August 2024, the team organized over 100 in-person activities and more than 50 virtual sessions in various locations across South Asia.

These initiatives included career counseling for both UG and PG students, visits to Indian higher education institutions to explore collaboration opportunities, guest lectures at universities, and project-based learning workshops. More than 1,500 students participated in these events, which aimed to provide a deeper understanding of the opportunities available at Queen's University Belfast.

In July, the team visited several private and state universities in India, with a focus on exploration, learning, and collaboration. Senior management from Queen's, along with the South Asia team, delivered lectures and engaged with enthusiastic students.

Additionally, a comprehensive Pre-Departure Briefing was held for students preparing to join the university in September 2024. These briefings, conducted in seven major cities across India, were attended by Heather Taylor, Head of International Markets at Queen's.

The briefings covered essential topics such as journey to Queen's, accommodation, CAS, enrolment, and registration, ensuring that students are well-prepared and informed about what to expect upon their arrival at Queen's. We also provided crucial insights into the university experience and the support services available to international students.

Overall, the South Asia team has been successful in raising awareness about Queen's University Belfast and its programs, reaching many potential students and providing them with valuable information. The team is now preparing for their visit to Belfast in September 2024 to welcome the incoming South Asian students.

University of Derby: Counseling of more than 500 students



Between May and August 2024, T&A's team representing the University of Derby focused on supporting prospective students in their academic journey. Our main goal during this period was to boost the student recruitment numbers for the September 2024 intake.

Multiple activities were planned for the 2nd Quarter, to promote and boost the application and conversion. To achieve this, we conducted training sessions for several agents, and counsellors virtually and physically through agent office visits. We also participated in 13 agent fairs (both physical and virtual), 11 open days, and 14 school events.

Additionally, our team participated in five days of school visits in Delhi/NCR, organized by the British Council, covering 10 schools, across the region. These activities were effective in boosting undergraduate and postgraduate applications and conversions.

Our primary objective to convert offer holders for September 2024 and to guide prospective students considering the Jan 25 and future intakes was achieved.

We had the privilege of assisting and advising over 500 students across cities such as Delhi, Bangalore, Punjab, Kochi, Chennai, Vashi, Kolkata, Ahmedabad, and Mumbai.

ABOUT T&A CONSULTING

India and South Asia Education Representation Services



T&A Consulting (hereinafter referred to as T&A) is a global consulting practice to Government economic development agencies, businesses and academic institutions across North America, Latin America, Europe, Africa, the Middle East, and Asia. We offer an in-house portfolio of end-to-end services across the trade and investment spectrum.

Our team of over 60 full-time professionals, primarily based in our Global HQ in Gurugram near New Delhi, which is also the lead team for Asia, the Middle East, and Africa, is complemented by offices in Canada, covering the Americas, and representatives in the UK and Dubai.

For entry into South Asia only, T&A Consulting has advised multiple foreign governments and their Higher Education Institutions (HEIs) on the opportunities for growth arising from student mobility and, more latterly, partnerships, especially in India, following the introduction of the New Education Policy.

We represent a number of universities, overseeing and managing their relationships with agents and schools, attending multiple recruitment events and offering ongoing guidance to their international teams and academics on government policy, course design and emerging higher education trends.

We believe in the adage that the pursuit of higher education is a journey and not a destination. While we help the students begin their journey with all the needed preparations, we also ensure that the destination at our client's end is well served with all the necessary back-end support.

As we continue to expand our international network and expertise, T&A's position as a respected strategic advisory and consulting firm has enabled us to continue our original guiding principle for success – **WE GO BEYOND** – our clients' expectations.

HOW CAN WE HELP?



- Act as an on-ground local representative, promoting international universities and create their brand visibility in India.
- Develop targeted marketing strategies and promotional campaigns to create awareness about the represented universities.
- Conduct comprehensive market research and analysis to identify target regions and institutions in India.
- Present industry insights via country reports and industry deep-dives.
- Assist students in the application process and provide counselling to help them make informed decisions.
- Provide pre-departure support and orientation for offer holders on behalf of represented universities.
- Liaise with universities to streamline the admissions process for the Indian students.
- Build and maintain strong relationships with Indian educational institutions and stakeholders.
- Keep represented universities updated on market trends, competitor insights, and changes in Indian education policies.

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