

# INDIA : Recruitment Strategies Short & Long Term



SUSHIL SUKHWANI – EDWISE INTERNATIONAL  
&  
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## INDIA'S LEADING OVERSEAS EDUCATION CONSULTANCY



Sushil Sukhwani, Founder Director Of Edwise

PIONEERS In The Field Of Overseas Education Since 1991

2015 Marked Our 25th Year Of Guiding Students To Study Abroad

Edwise Has A Team Of Over 400 Staff

24 Offices Across 17 Cities In India

Wholly Owned, No Franchise, No Associates, No Partners Or Sub agency

The Extensive National Network ensures A Complete Penetration Across India

# The Most Interesting Headline Of 2016 Was....

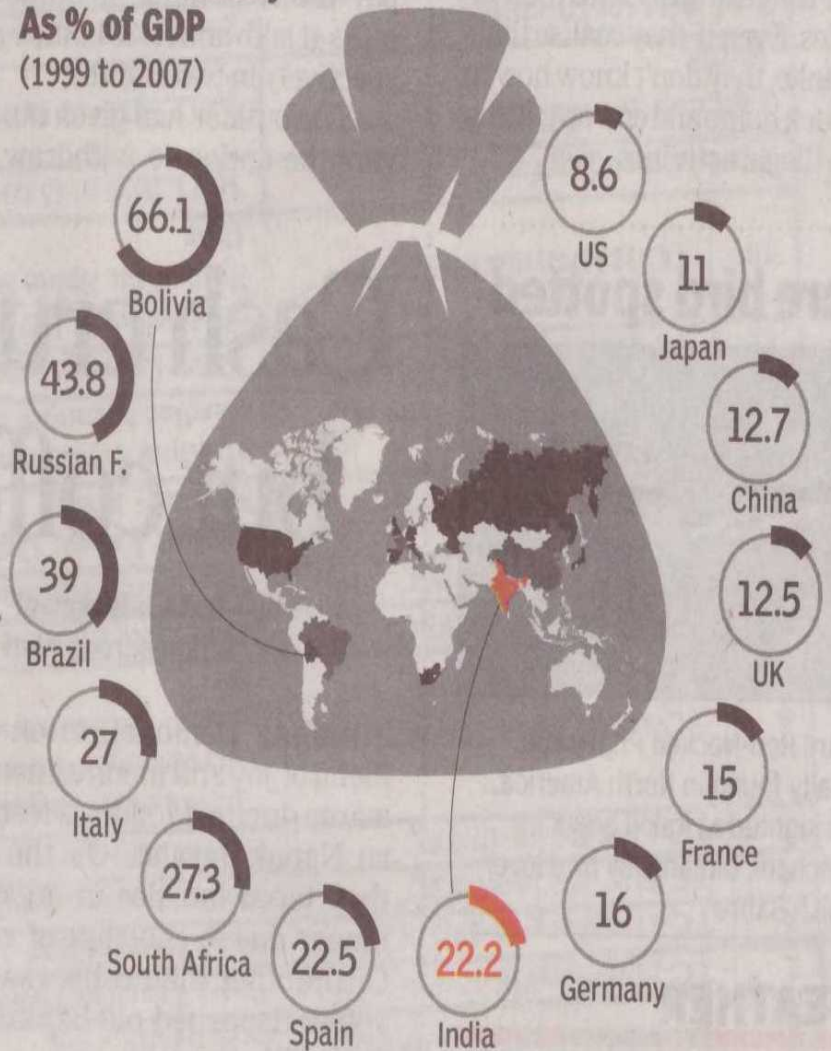
“While Wellesley College Points With Pride To Alumna Hillary Clinton, The Wharton School At The University Of Pennsylvania Stays Largely Silent About Alumnus Donald Trump ”

# DONALD TRUMP IMPACT

- High Rank Us Institutions – No Impact
- Issue With Illegal Immigration – Negative Impact
- H1 B – Suggested Reduction – Negative Impact
- Economic Progress Expectations – Positive Impact
- Recruitment of Indian Origin Staff – Positive Impact. (Nikki Haley – Trump’s US Ambassador to United Nations)
- Support Silicon Valley – Positive Impact
- Overall – Will Negatively Impact Muslim Population From India And Also Those Seeking To Beat The System And Work Illegally Off Campus
- Democratic States Vs. Republican States
- Thus Negative Impact Expected Of 20%

# DEMONETIZATION IMPACT

## Shadow Economy As % of GDP (1999 to 2007)



- On 8<sup>th</sup> November, 2016 – Demonetization Of Rs.500/- And Rs.1000/- Notes
- Objective Of The Demonetization - To Curtail Black Money, Fake Currency , Drug Money, Terrorism & Corruption
- The Expected Impact On Economy As Per Govt. – Negative Short Term. Positive Long Term
- As Per Critics - Impact On Economy – Limited
- Impact On Indian Students
- Study Abroad – Negative Short Term  
Nil Impact Long Term
- US GDP 2007 Us \$ -14.48 Trillion (1.25 Trillion)
- Indian GDP 2007 Us \$ -1.24 Trillion (.28 Trillion)

# THE INDIAN MARKET PROFILE

- Growing GDP
- Rise In Disposable Income
- Big Indian Community In Us
- Ease Of Lending By Banks For Student Loans
- Education Is Considered Very Important
- Wide Established Network Of Agents And Student Recruitment Companies
- Regular Agent Fairs
- Most Students Will Study A PG Program

# STUDENT PROFILE

## GENERIC :

- Stem & Business Masters Preferred
- Student Path F1 > Opt > Stem Opt > H1b > Green Card
- As per IIE 68% Grad. 11.6% UG

## TYPE A:

- Highly Qualified Students (Good Academics)
- Majority Of Students Are Proficient In English Language
- Aware Of Course They Wish To Study
- Ready To Appear For GRE/GMAT/SAT
- Aware Of Institutions And Rankings
- Location Preferences Depending On Industry And Family
- Primary Reason To Go To The USA Is Study & Work

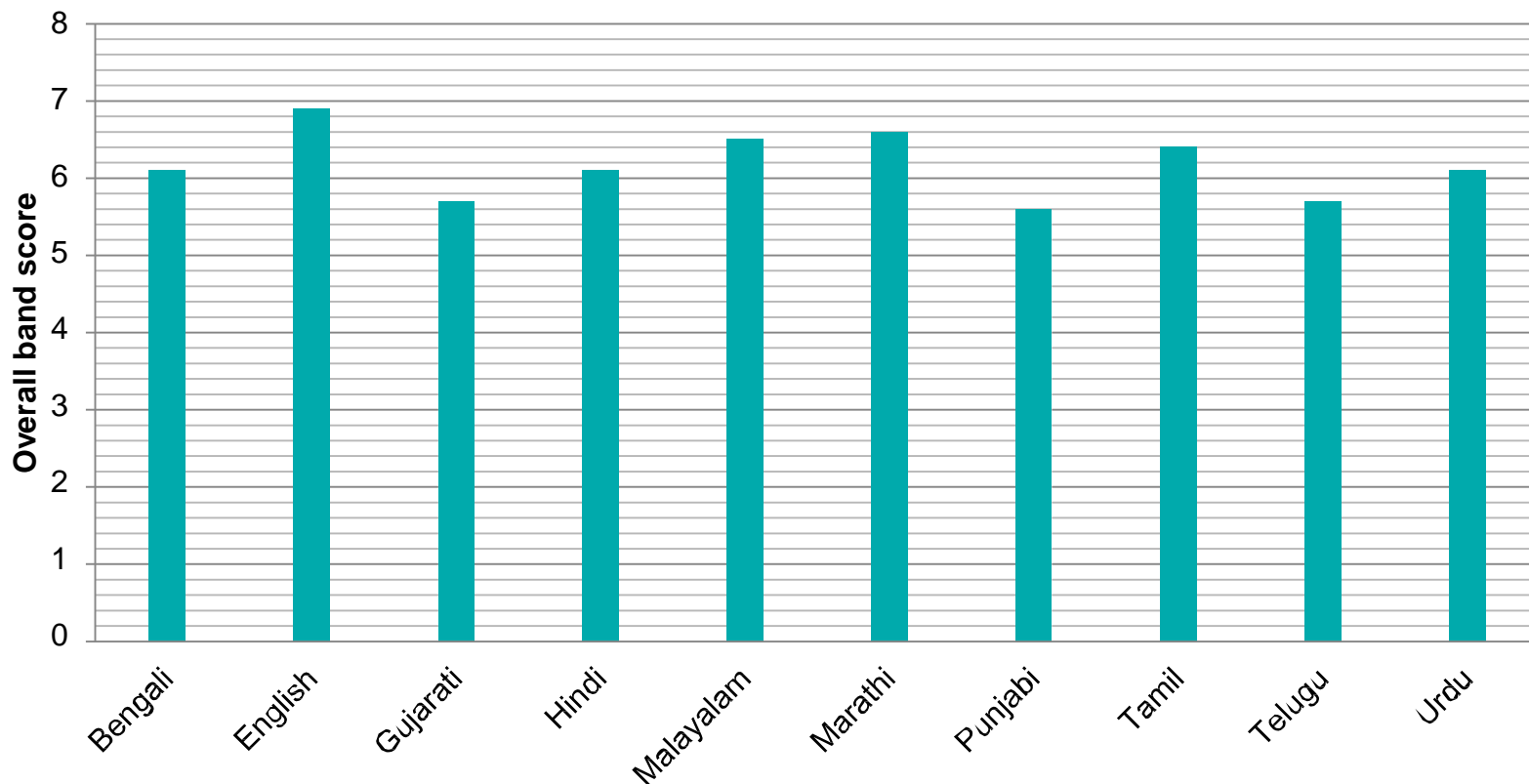
# STUDENT PROFILE

## **TYPE B:**

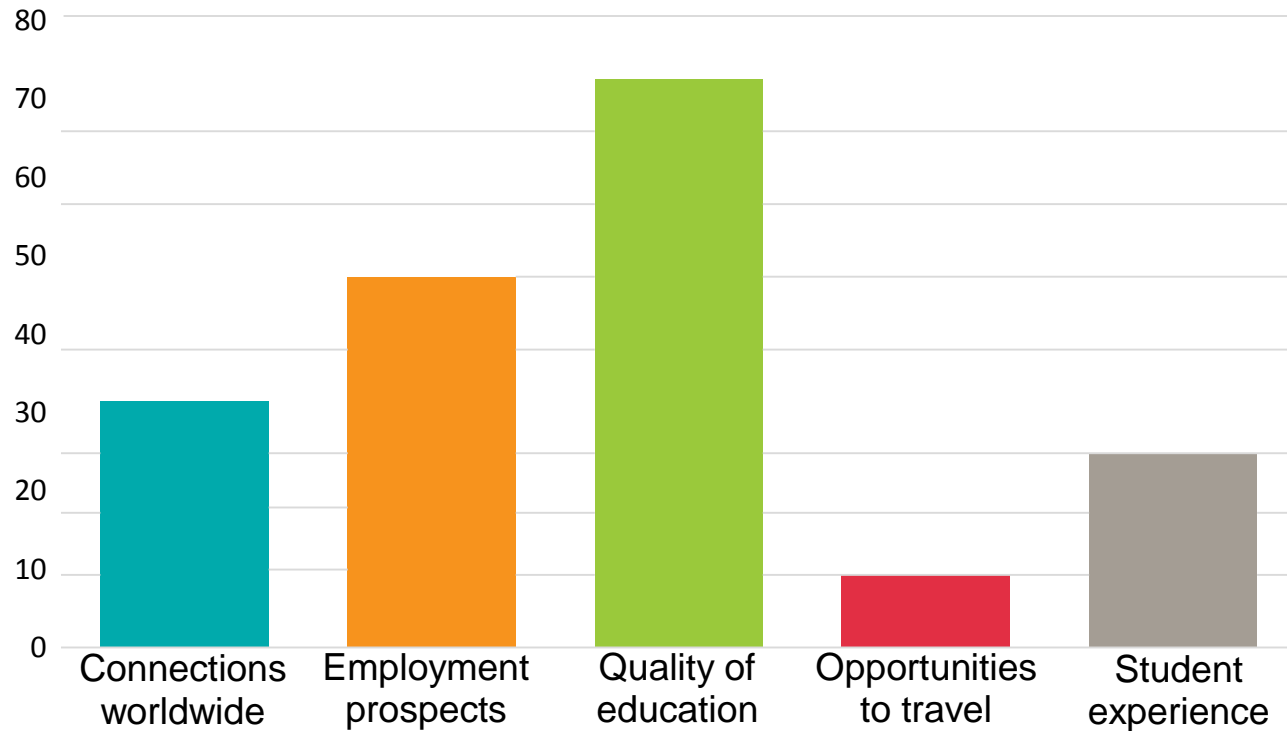
- Not Qualified Enough – Weak Academics
- Lots Of Backlogs
- English Below Requirement Level
- Flexible About Course
- Doesn't Want To Appear For GRE/GMAT/SAT
- Not Aware Of Institution & Rank
- Location Preference Near Family
- Primary Reason To Go To The USA Is To Immigrate



# AVERAGE IELTS SCORES ACHIEVED ACROSS INDIA AS PER 1<sup>ST</sup> LANGUAGE



# Why Indian Students Study Abroad / USA



# Why Indian Students Study Abroad / USA

- Shortage Of Capacity Vs. Demand – This Still Continues
- Quality Of Education – Tier 2 In India Vs. Tier 2 Overseas
- Quality Or Type Of Academic Program
- International Exposure
- Quality Of Life & Culture
- Independence/Freedom
- Off Campus, On Campus , Work Opportunities , Want H1 B Visas
- Preparing For A Future Career In A Foreign Country Or Foreign-based Company
- Making Professional Contacts
- Immigration

# INDIA REGIONAL STUDENT PROFILE



North India – UG, Business

West India – UG, Business,  
IT, Engineering, Pharmacy,  
Performing Arts

South India – PG, IT,  
Engineering

East India – PG, Business,  
Literature

# WHY UNIVERSITIES WORK WITH EDUCATION CONSULTANTS ?

- Filter & Prescreen Student Applications
- Application Are Comprehensive And Complete
- Reduce Processing Times For Applications At Institution Thus Save Costs
- Achieve Better Conversion Vs Competition
- Achieve Better Market Share
- Higher Enquiry To Enrollment Conversion

# WHY UNIVERSITIES WORK WITH EDUCATION CONSULTANTS ?

- Education Consultants Can Assist With Borderline Profiles
- Assist With Attestations And Academic Evaluations
- Assist For Visa High Success. Increase Conversion
- Pay Only On Performance So Low Cost High Returns
- Earlier Students Asked “Why Apply Through Education Consultant ?”
- Now Students Ask “Why Apply Directly As The Education Consultants Help Me At No Cost”

# HOW MANY EDUCATION CONSULTANTS

Focus On Regionally Strong As Well As National Players

Reputed And Established - Take References From Institutions

AIRC Certified

Cautious With Those Who Work With Sub Agents – Ensure Quality Checks

# MARKET DEVELOPMENT STRATEGIES

## ADMISSION PARAMETERS

- 3yrs Bachelors Admissions Acceptance -Clarity-NAAC
- Work Experience - Specific Guidelines Type
- Entry Tests Specific Scores
- Students Requiring Limited ESL Are Granted Visas



# MARKET DEVELOPMENT STRATEGIES WITH TRAVEL

- Office Visits
- Education Consultants Training In Hotels
- Seminar In Schools & Colleges
- Pre Departures
- Parent Meets
- Fairs –Country Focus. Generic
- Helicopter Strategy – Thus Need Local Partners

# ONLINE PROMOTION STRATEGY

- Online Advertising On Website, Education Portals
- Google SEO And SEM
- Facebook Advertising
- Local Cost Vs. India Costs (Check With Local Partners)
- Follow-up Time Zone (Work With Local Partners)

# IF YOU WANT MORE STUDENTS FROM INDIA

- Quick Response To Queries
- Fast Application Processing
- Offline Or Online – Space For Name Of Education Consultant On Application Form
- Brochures – Limited Quantity
- Loans To International Students At Low Costs
- Reduce Tuition Fees
- Give Scholarships
- Leads From University Website
- No Transfer 1st Semester – Prevent Jumpers
- University To List Authorized Agents On The Website. This Clears Up The Subagent Situation.
- Training As Universities As Well As Consultants Face Manpower Turnover Issues (India Time Zone)
- Some Don't Charge, Don't Worry About Double Dipping.

# IF YOU WANT MORE STUDENTS FROM INDIA

## USA :

- Increase CPT Within Course
- Shorter Bachelors + Masters Programs

## CANADA:

- Need More Master Capacity + Variety
- Less Stringent Entry Standards

# MARKETING STRATEGIES

## Some DO'S & DON'TS

- Alumni Assistance – Positive + Negative
- Translated Materials – Don't
- Marketing Collateral – Don't – Local
- Print Marketing Materials In-country (High Volume) – Fair Participation
- Social Media Platform – Can't Depend On It
- Refer A Student Scholarship – Should Benefit Both
- Host Campus Visit Events For International Students
- Have Faculty Travel And Give Seminars
- Strategy For Regional Universities And Community Colleges, Seminar
- NACAC Recommendation Should Be Implemented

# INDIA: FORECAST

- Looks Good With High Growth
- UG Should Increase But Not Much
- PG Will Increase Depending On Jobs
- Modi Govt Seems Stable
- Future Of Job Market In India Is Poor

# INDIA : FORECAST

- The Indian Economy Is Expected To Grow At A Compound Annual Growth Rate (CAGR) Of **6.7%**
- India's Population Of 1.6 Billion Will Surpass China's By 2028
- India(48 Million) Will Have The Highest Number Of Tertiary Enrolments In 2024, Followed By China(37 Million) Then The USA (22 Million)
- In 2024, India Is Expected To Account For **54%** Of Growth In Inbound Postgraduate Students To The US
- By 2030, India Is Estimated To Be The Third Largest Economy And Will Be Home To The Largest And One Of The Youngest Populations In The World
- Indian Economy Growth % Surpassed



India's Leading Overseas Education Consultancy



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Bangalore	Coimbatore	Kolkata	Trivandrum
Chennai	Delhi	Mumbai	Vadodara
Chandigarh	Hyderabad	Pune	Vizag

For Any Further Information On The Fairs Visit [www.worldeducationfair.com](http://www.worldeducationfair.com)



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