CHOSING A STUDY DESTINATION OVERSEAS
A PRACTITIONER’S PERSPECTIVE FROM INDIA

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About Sannam S4

• Sannam S4 supports international organizations with their market entry and business development activities in India and China
• We offer a single window to support an organisations needs as part of their journey of entering the Indian market.
• Education is by far the largest single sector that we support
• Supported over 75 education organisations with entry into India
• Our team
  – Blend of UK/US/Canadian originated staff (with deep Indian experience) and local delivery specialists
  – 80 employees in India
• Offices: New Delhi, Mumbai, Bangalore, Chennai and Pune
Background

• Most research into decisions on studying overseas focuses on either the student or sponsor
• Results are often at conflict with first-hand experiences on the ground
• Could this be due to focus on the ‘wrong subject’?
• How different would a Practitioner's perspective be?

Method

• Email/ phone survey of in-country officers of overseas institutions
• Sample of sixty-five institutions approached with questionnaires
• Anonymity and data protection guaranteed
• Represent UK, USA, Australia, Canada, Ireland & Singapore institutions

Rationale

• Collectively our respondents come in contact with over 20,000 students per annum
• Much lower risk of biases
• Cross section of destination countries
• Nation-wide spread
### Popular Undergraduate Courses

<table>
<thead>
<tr>
<th>Field</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STEM</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Law</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Life Sc</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hosp &amp; Tourism</td>
<td>5%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Comp Sc</td>
<td>5%</td>
<td>6%</td>
<td>23%</td>
</tr>
<tr>
<td>Science &amp; Engg</td>
<td>32%</td>
<td>53%</td>
<td>14%</td>
</tr>
<tr>
<td>Biz &amp; Mgmt</td>
<td>58%</td>
<td>29%</td>
<td>27%</td>
</tr>
</tbody>
</table>
KEY SOURCE CITIES – BY REGION

**EAST**
- Kolkata: 24%
- Guwahati: 7%
- Bhubaneswar: 6%

**NORTH**
- Delhi: 24%
- Chandigarh: 3%
- Bhopal: 6%
- Lucknow: 4%
- Jaipur: 11%

**SOUTH**
- Chennai: 3%
- Hyderabad: 13%
- Bangalore: 18%
- Kochi: 12%
- Coimbatore: 9%

**WEST**
- Mumbai: 24%
- Pune: 26%
- Ahmedabad: 15%
- Nagpur: 12%

**STUDY TOUR**
- Maximum student migration to Karnataka: 1.8L
- Maximum student migration from Uttar Pradesh: 1.1L
- Maximum student migration within the state: Maharashtra 2.7L
KEY CITIES – EMERGING MARKETS

<table>
<thead>
<tr>
<th>City</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lucknow</td>
<td>2.0%</td>
</tr>
<tr>
<td>Coimbatore</td>
<td>1.4%</td>
</tr>
<tr>
<td>Bhubaneshwar</td>
<td>2.0%</td>
</tr>
<tr>
<td>Bhopal</td>
<td>1.4%</td>
</tr>
<tr>
<td>Nagpur</td>
<td>2.7%</td>
</tr>
<tr>
<td>Guwahati</td>
<td>2.0%</td>
</tr>
<tr>
<td>Kochi</td>
<td>3.4%</td>
</tr>
<tr>
<td>Jaipur</td>
<td>4.8%</td>
</tr>
<tr>
<td>Chandigarh</td>
<td>2.7%</td>
</tr>
<tr>
<td>Ahmedabad</td>
<td>2.7%</td>
</tr>
<tr>
<td>Bangalore</td>
<td>5.4%</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>8.2%</td>
</tr>
<tr>
<td>Chennai</td>
<td>8.8%</td>
</tr>
<tr>
<td>Pune</td>
<td>9.5%</td>
</tr>
<tr>
<td>Kolkata</td>
<td>10.2%</td>
</tr>
<tr>
<td>Delhi</td>
<td>10.9%</td>
</tr>
<tr>
<td>Mumbai</td>
<td>12.2%</td>
</tr>
</tbody>
</table>
EXPECTED SOURCES OF FINANCE

- Education Loan: 24%
- Part Scholarships: 20%
- Personal Savings: 11%
- Full Scholarship: 7%
- Personal Loan: 4%
- Bursary: 4%
- Internship: 2%
- Fellowship: 2%
- Family Savings: 26%
Study even further

Value of foreign degree in India

Value the qualification per se

Will enhance salary prospects

Enhanced social prestige

Multi-cultural exposure

Chance to settle overseas

Valued for global employment

MOTIVATION

Surprisingly low in hierarchy
WHAT NEXT?

- Work in host country: 30%
- Work overseas: 21%
- Decide after returning to India: 15%
- Continue studies in host country: 13%
- Set up business in India: 10%
- Continue studies elsewhere: 10%
- Continue studies in India: 2%
Thank you!

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