



**AIEA 2014 Annual Conference**  
**February 16-19, 2014**  
**Washington, DC**

UNIVERSALIZING GLOBAL LEARNING IN THE 21ST-CENTURY ACADEMY

# CHOOSING A STUDY DESTINATION OVERSEAS

## A PRACTITIONER'S PERSPECTIVE FROM INDIA

Lakshmi Iyer  
Head of Education  
Sannam S4 Consulting Pvt Ltd

[www.aieaworld.org](http://www.aieaworld.org) | [#aiea2014](https://twitter.com/aiea2014) | [linkd.in/aiea2014](https://www.linkedin.com/company/aiea2014)

# 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

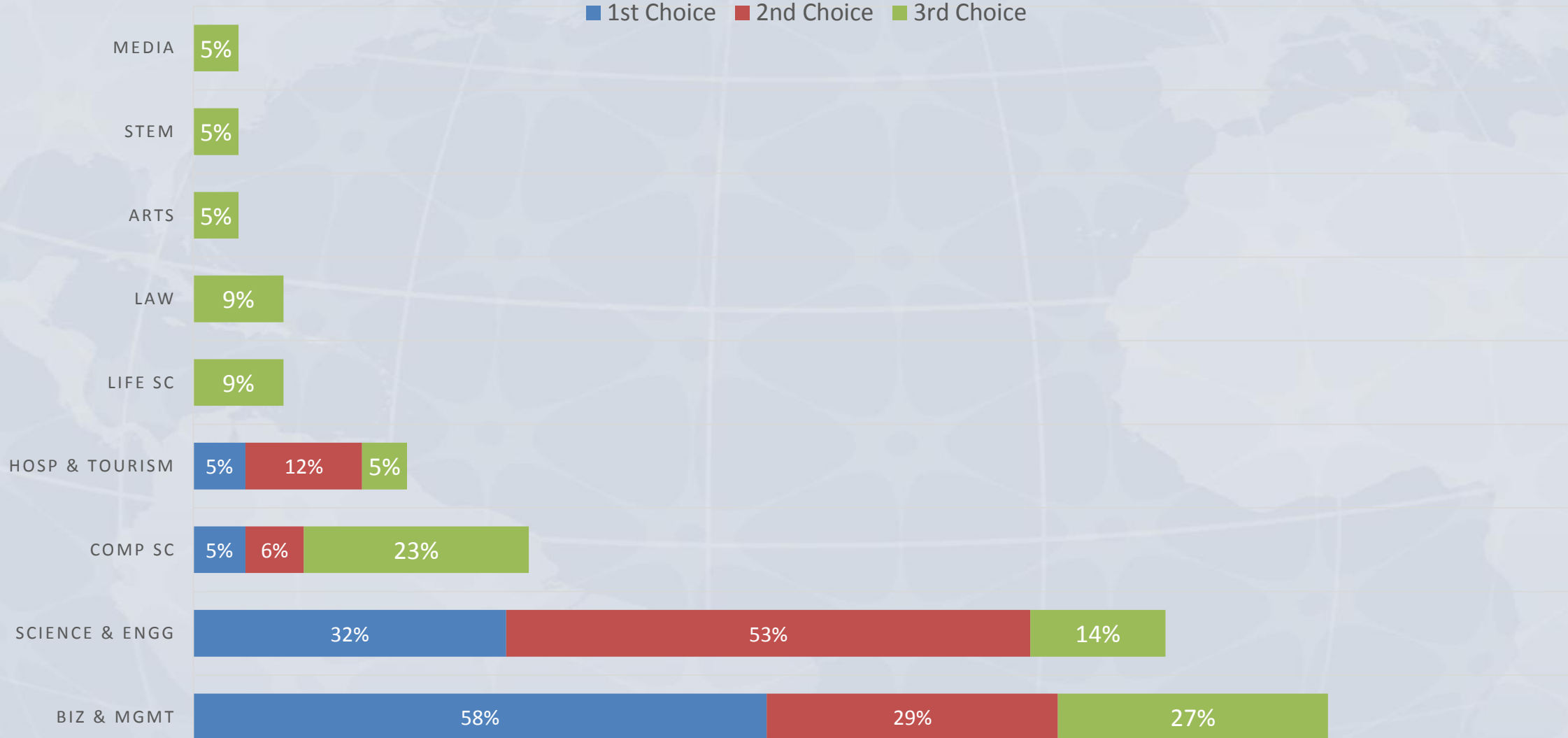
- Email/ phone survey of in-country officers of overseas institutions
- Sample of sixty-five institutions approached with questionnaires
- Anonymity and data protection guaranteed
- Represent UK, USA, Australia, Canada, Ireland & Singapore institutions

## Rationale

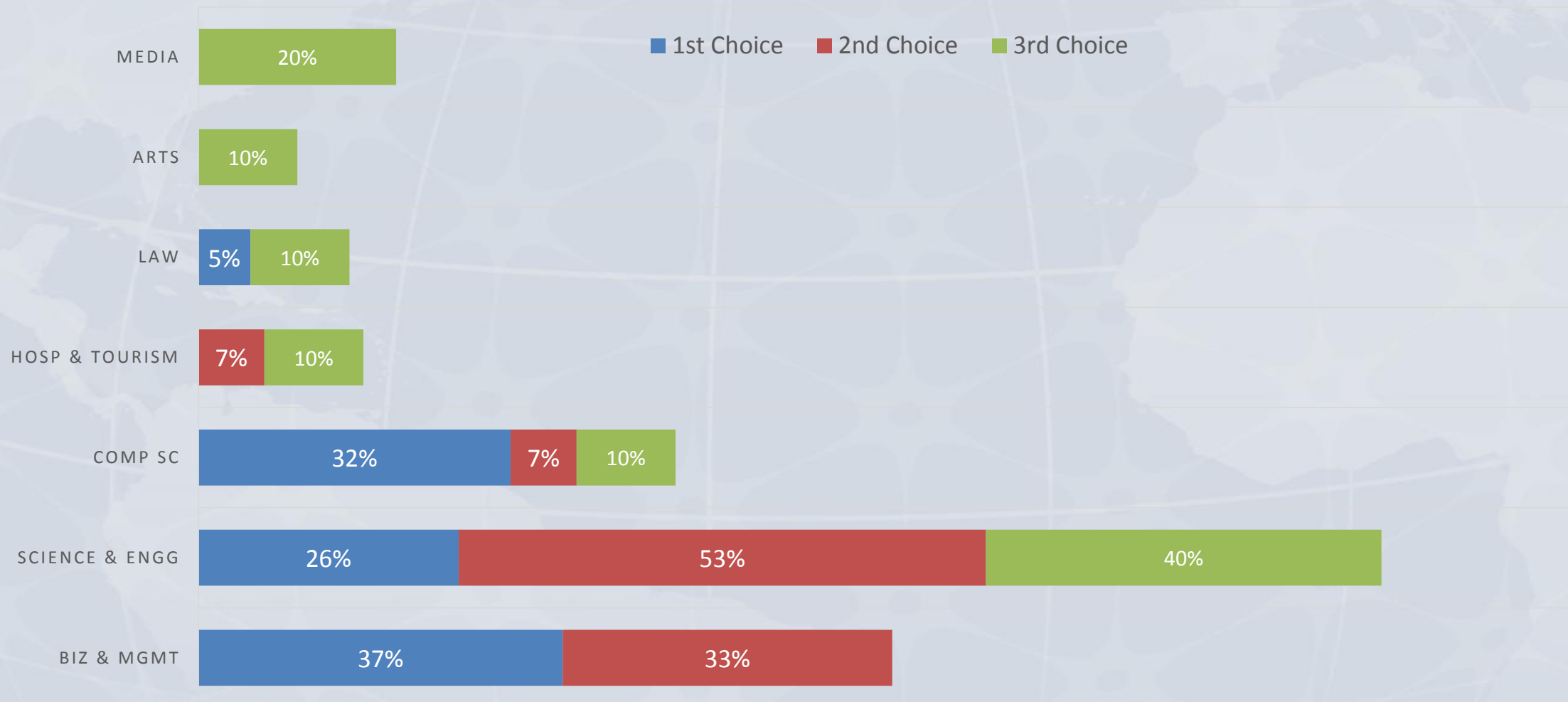
- Collectively our respondents come in contact with over 20,000 students per annum
- Much lower risk of biases
- Cross section of destination countries
- Nation-wide spread

## POPULAR UNDERGRADUATE COURSES

■ 1st Choice ■ 2nd Choice ■ 3rd Choice

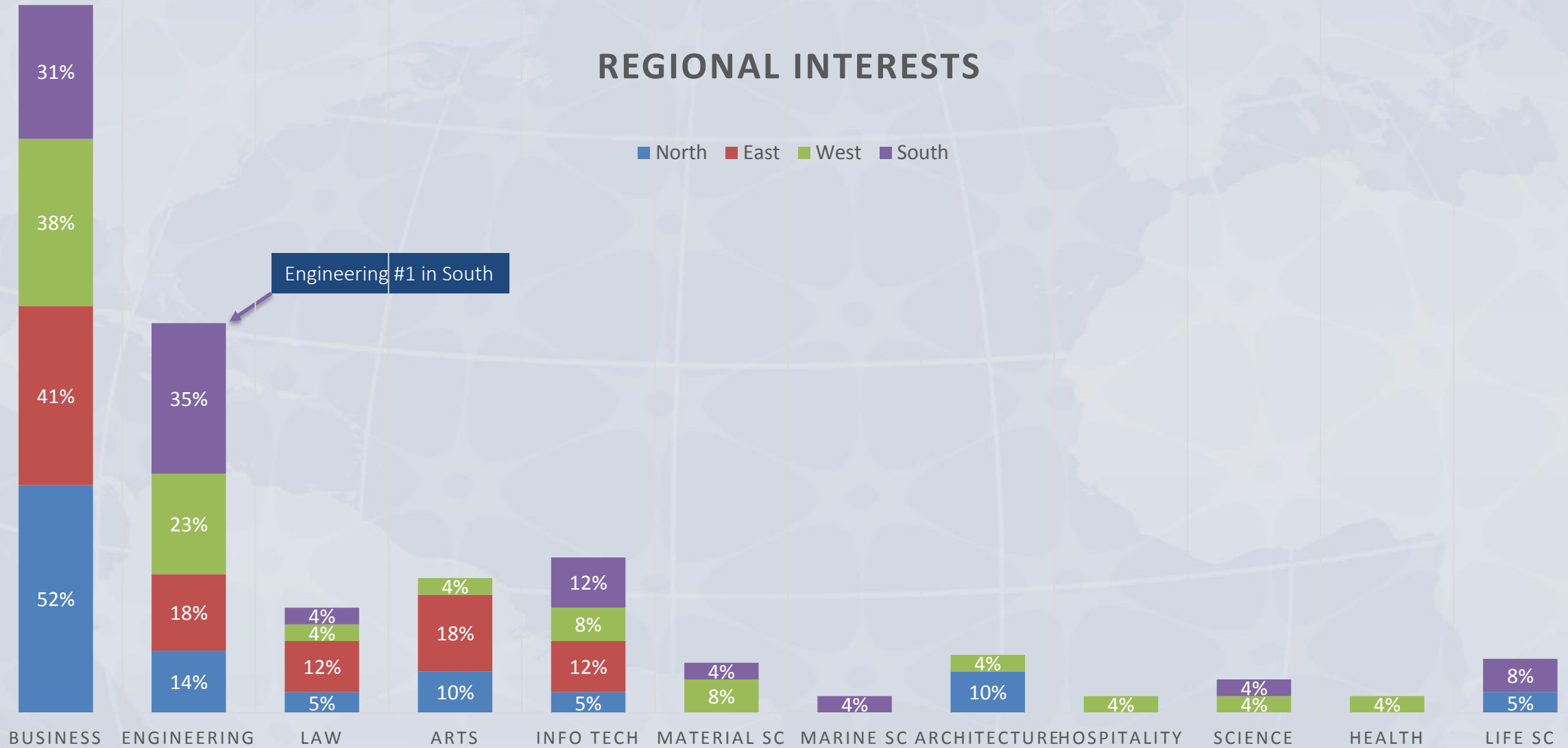


## POPULAR GRADUATE COURSES



## REGIONAL INTERESTS

■ North ■ East ■ West ■ South



Engineering #1 in South

### KEY SOURCE CITIES – BY REGION

## STUDY TOUR

(Figures denote people in the age group of 15-32 years who migrated for education between 1997-2007)

Maximum student migration to Karnataka 1.8L

Maharashtra 1L

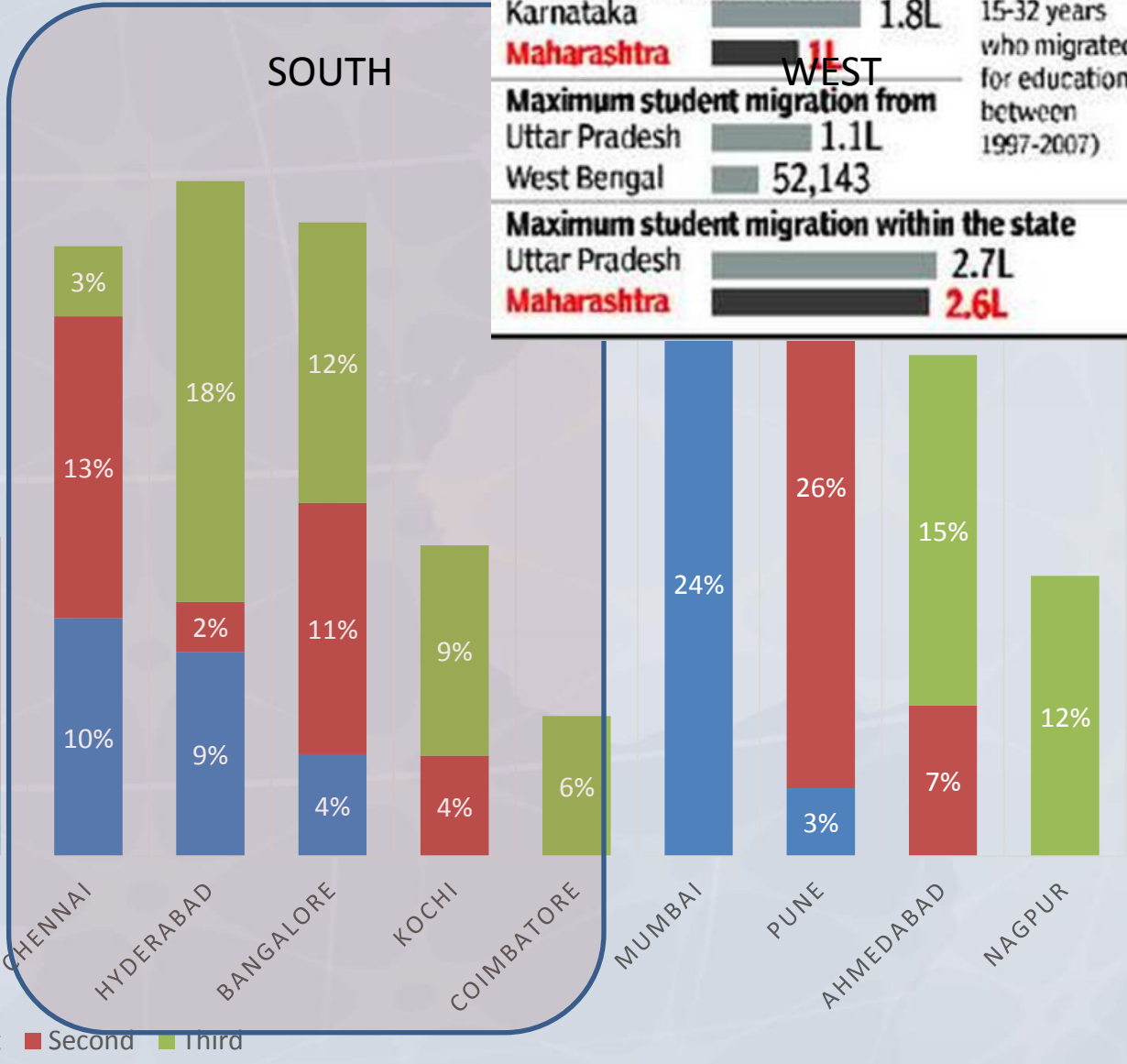
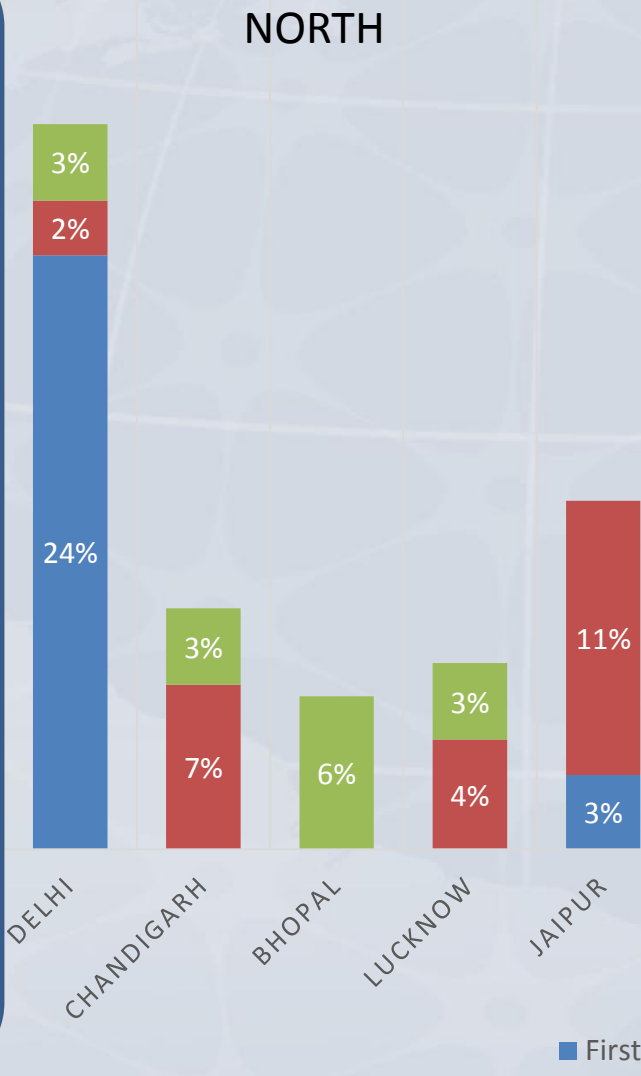
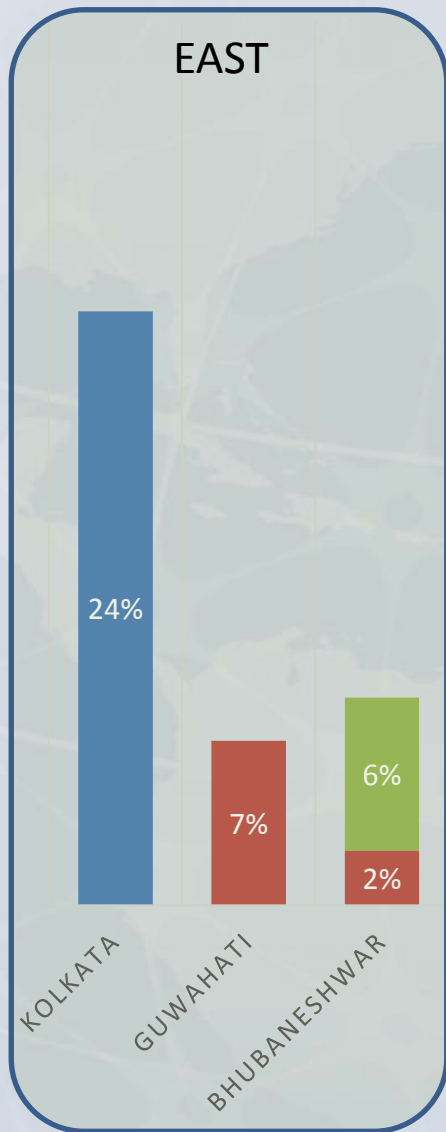
Maximum student migration from Uttar Pradesh 1.1L

West Bengal 52,143

Maximum student migration within the state

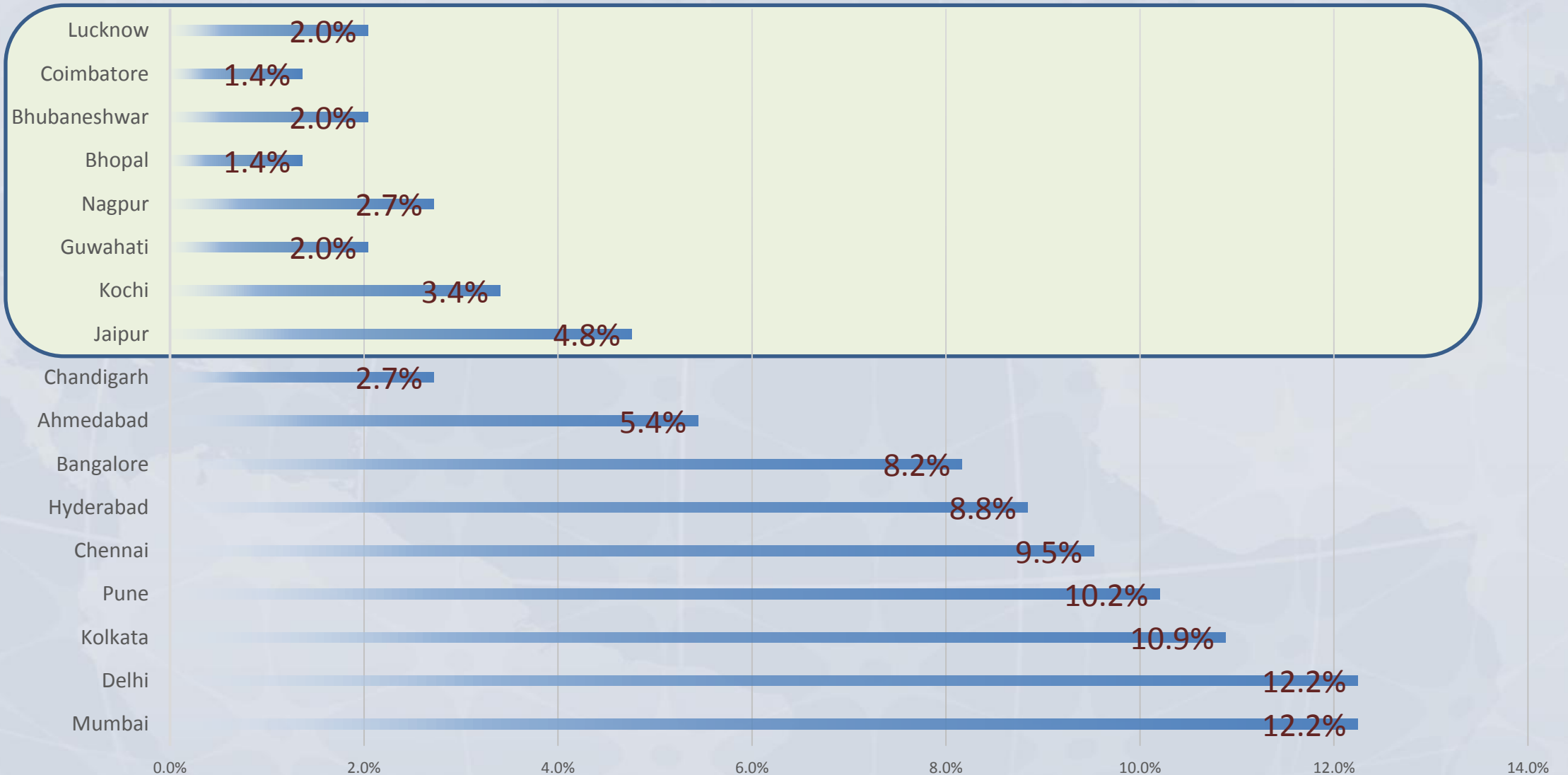
Uttar Pradesh 2.7L

Maharashtra 2.6L



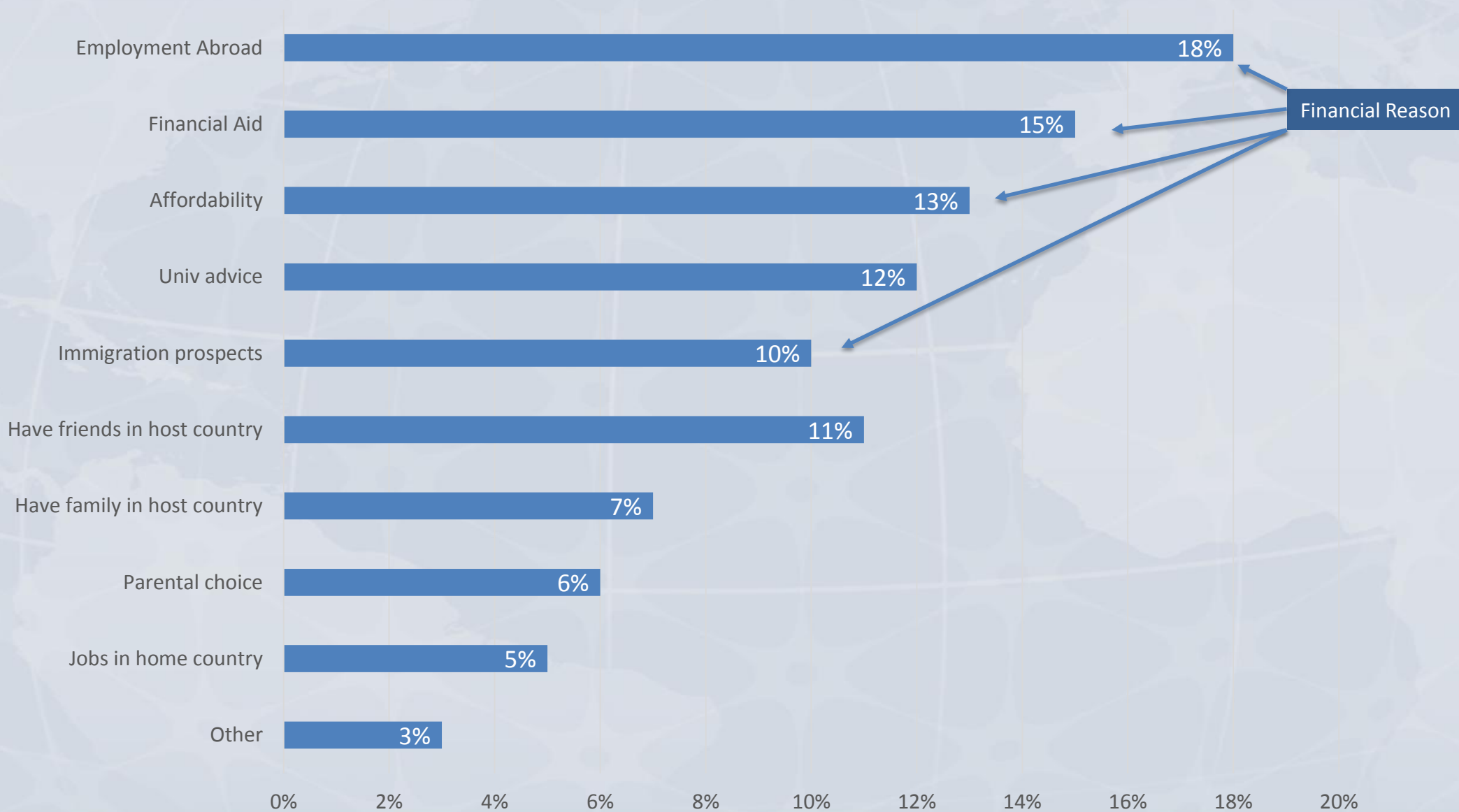
■ First ■ Second ■ Third

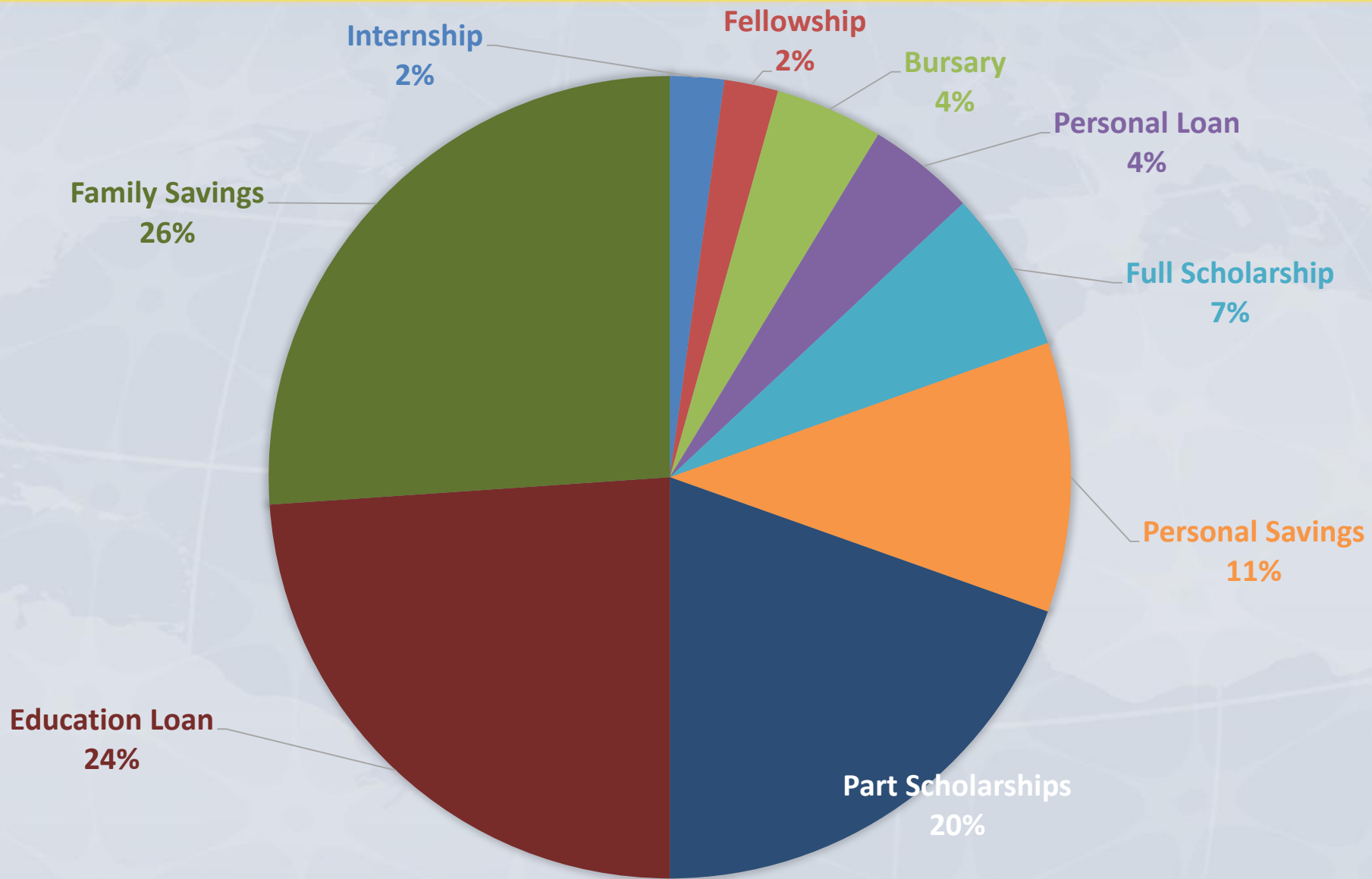
## KEY CITIES – EMERGING MARKETS





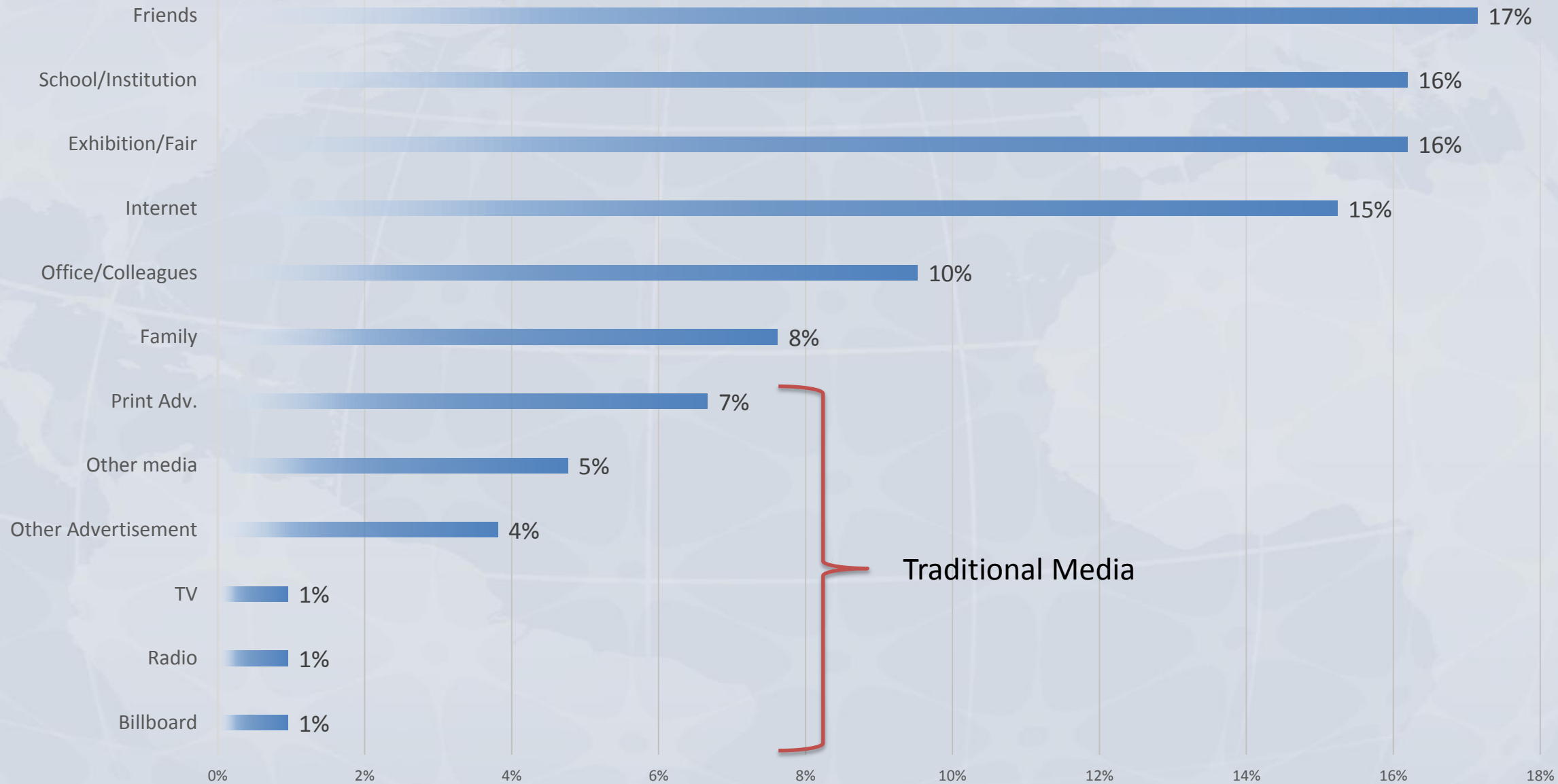
## WHY COUNTRY 'X' ?



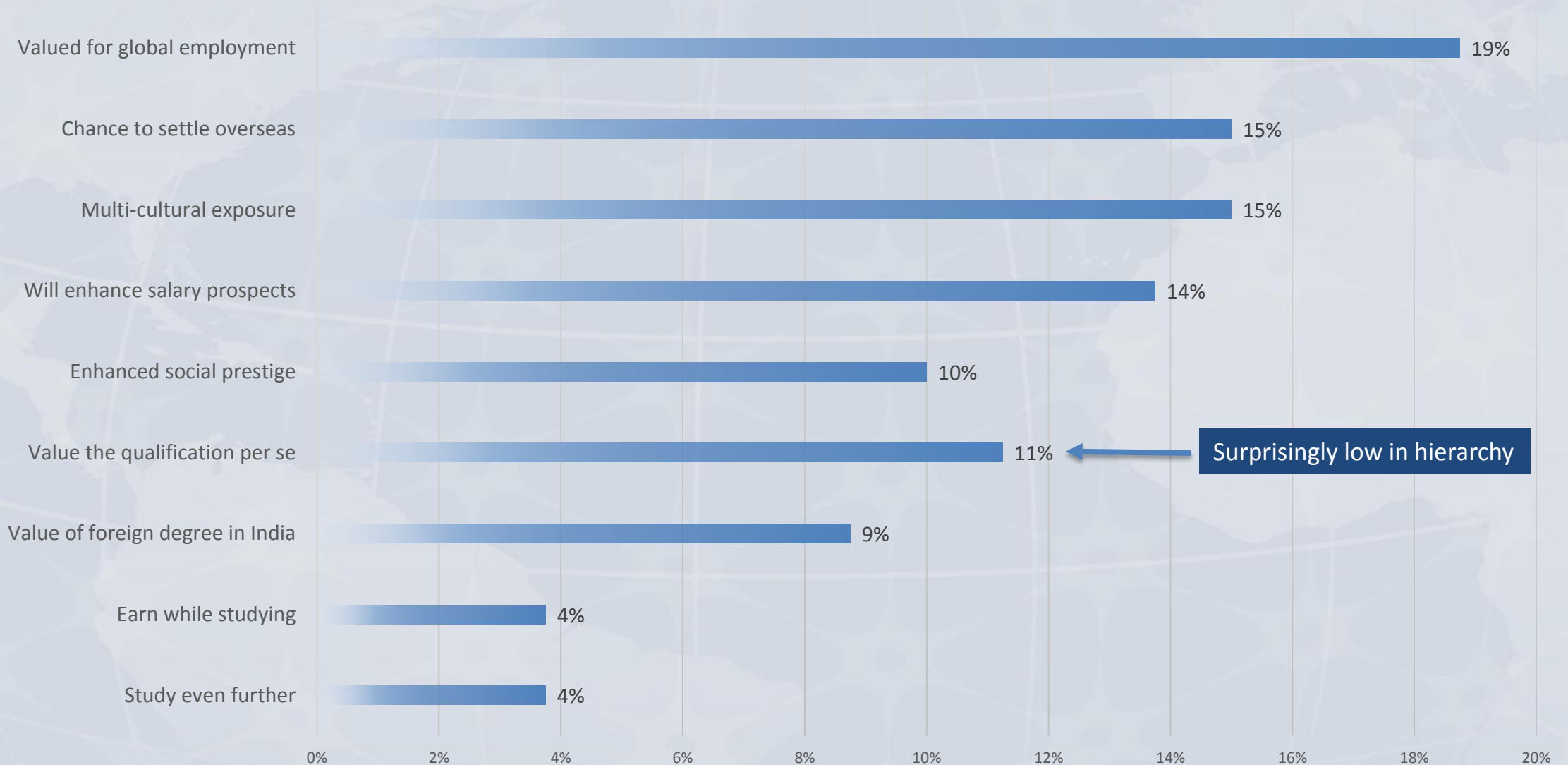


**EXPECTED SOURCES OF FINANCE**

## SOURCE OF INFO

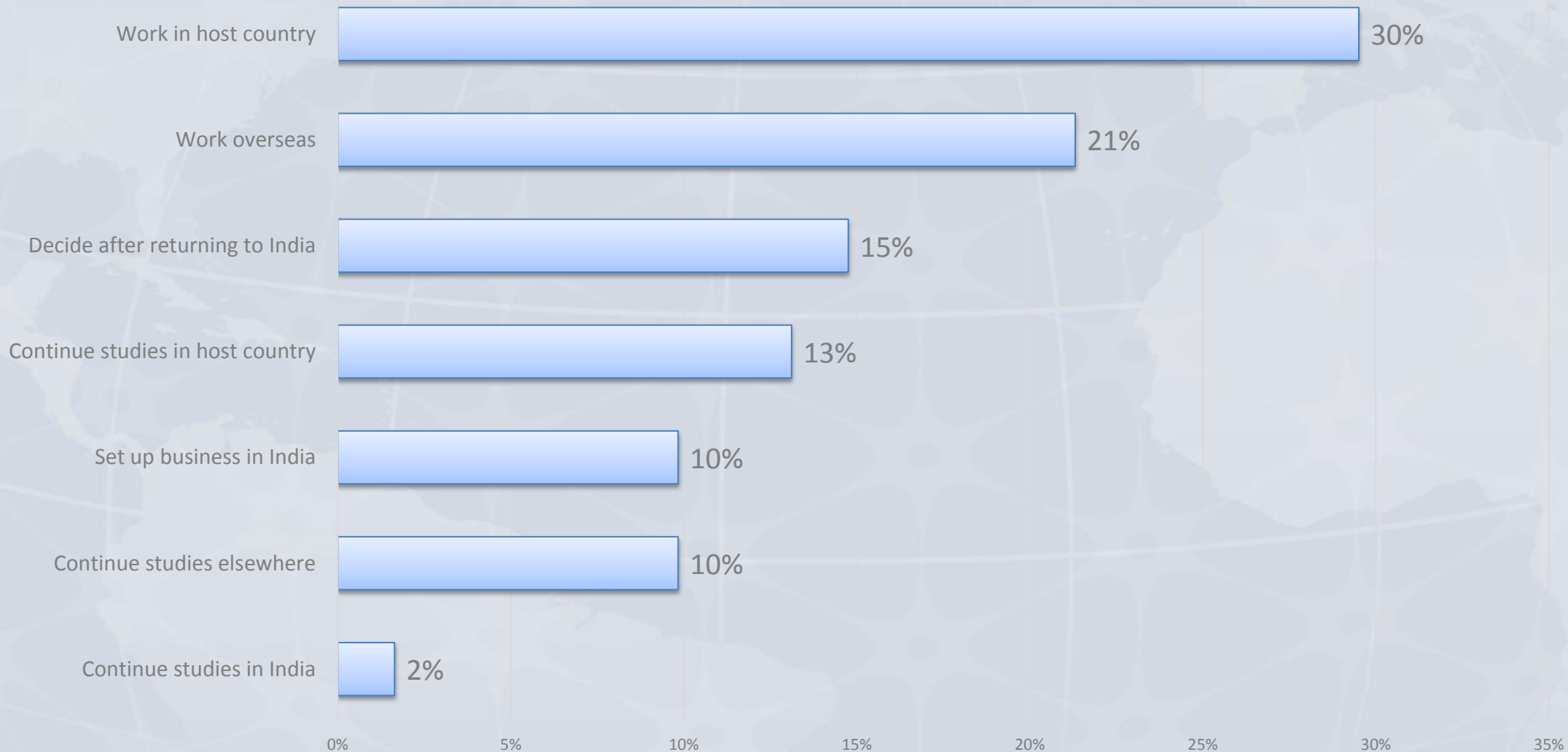


## MOTIVATION

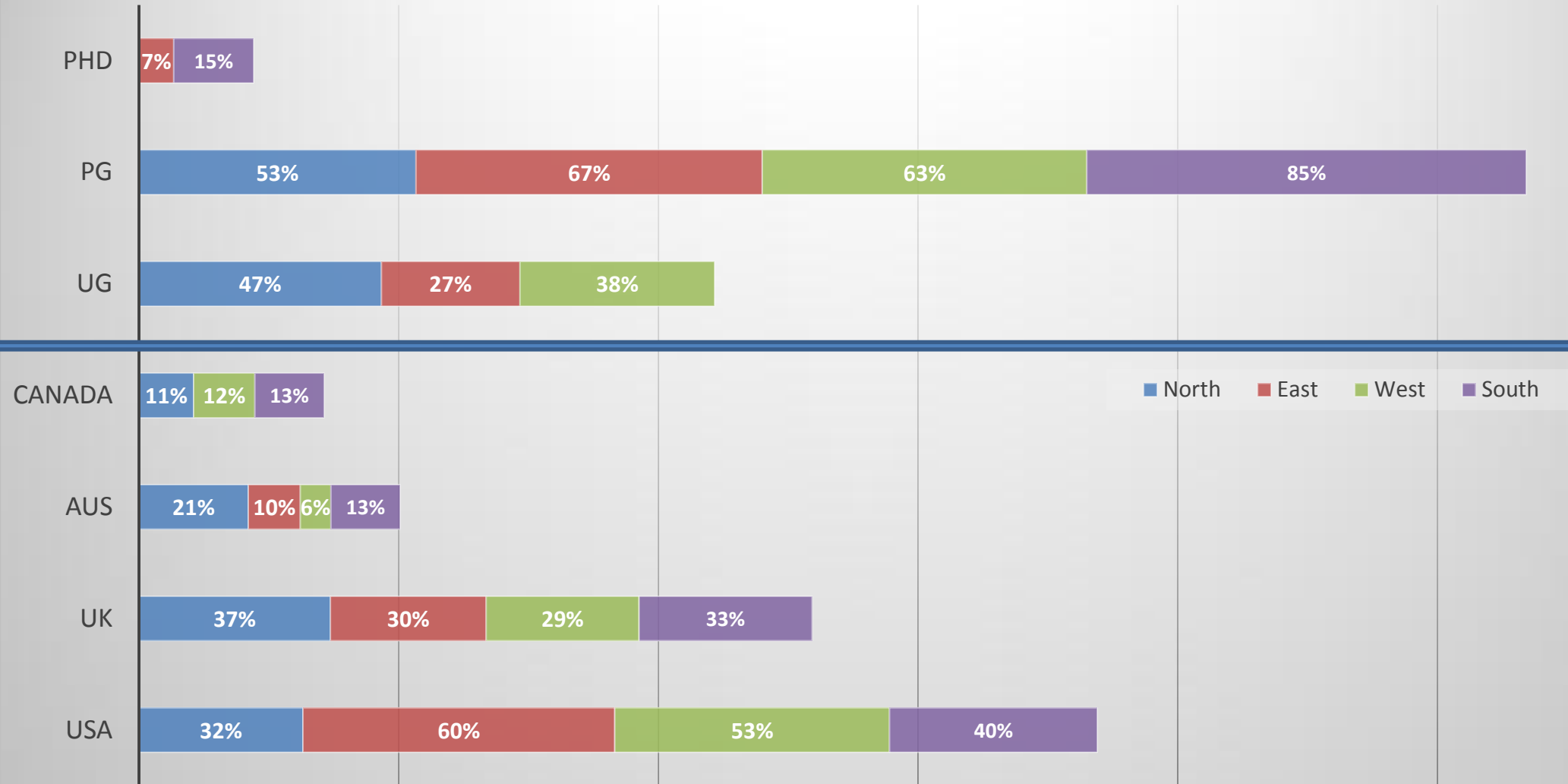


Surprisingly low in hierarchy

### WHAT NEXT?



## COUNTRY/ COURSE



# Thank you!

- Lakshmi Iyer  
Head, Sannam S4  
lakshmi.iyer@sannams4.com  
+91 (0) 11 4212 4111

