



INDIAN STUDENTS IN THE GLOBAL EDUCATION LANDSCAPE

A report on the mobility trends among Indian overseas education aspirants
2020 Report

Published by -
 **iSchoolConnect**

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The world is a book and
those who do not travel
read only a page

- Saint Augustine

In the global arena of overseas education, India competes at the second position, with the world's top countries that send their students to pursue higher education abroad.

While destinations like the USA and Canada remain popular among study abroad aspirants, the migration preferences are slowly changing. The question is: What influences overseas education among Indian students?

According to UNESCO, 5 million students went abroad for their higher education in 2018 and 750,000 of those happened to be from India. USA, UK, Canada, Australia and Germany have been some of the most preferred countries by international students. From cultural influences to immigration policies, a lot goes into making the final decision. Let's discuss in detail all factors that influence Indian Study Abroad aspirants.^{1,2}



PROBLEM STATEMENT

OUTBOUND STUDENT MOBILITY TRENDS

The global academic front has changed drastically throughout the years. Countries around the globe have introduced diverse program options that draw international students to them. University diversity, financial aid options, employment opportunities, the potential ROI and the facilities provided by these countries are the primary factors that act as the driving force for students to broaden their horizons and become a global citizen.

UNESCO published interesting statistics in 2018 about countries that have the highest contributions to student mobility.

East Asia and the Pacific have the highest mobility range of more than 1.5 million students per year. North America with a number of 700,000 comes in second. South and West Asia as well as Western Europe recorded a mobility of 600,000 successful aspirants.

According to Project Atlas (2017-2018 report), the growth in demand rate in the year 2018 (in comparison with the year 2017) is as follows.

- Canada grew as a host country with a massive growth rate of 18.8%.
- Spain ranked second with a growth rate of 15.3%.
- Australia saw a growth of 13.5% and the Netherlands stood at 11.7%.
- The list also includes China at 10.5% and Japan at 10.1%.
- Australia(32%), New Zealand (15.2%), UK(21%) and Canada(18.3%) host the largest share apart from US & other host international education destinations.¹



3X

India's outbound mobility rose from 181,000 in 2014 to 752,000 in 2018.⁴

KEY INFLUENCING FACTORS

Primary parameters that have influenced Indian students to study abroad.⁶

EASIER ADMISSION

Admission to Indian universities can be challenging due to high cut-off and competition. Consequently students with good grades and a sufficient budget steer towards choosing education abroad.

BETTER EDUCATION OPTIONS

Students get to explore the lesser heard subjects and combinations that are commonly available abroad.

QUALITY OF ACADEMICS

Be it the resources shared with students, healthcare benefits, exposure or financing opportunities, all critical influencing factors greatly influence students.

EMIGRATION AS AN OPPORTUNITY

80% of the students who head to pursue higher-ed from India to USA or Canada, end up residing in the host country as immigrants.

BETTER RESEARCH PLATFORMS

With universities offering and funding exclusive research topics, this acts as a major deciding criteria for many students.



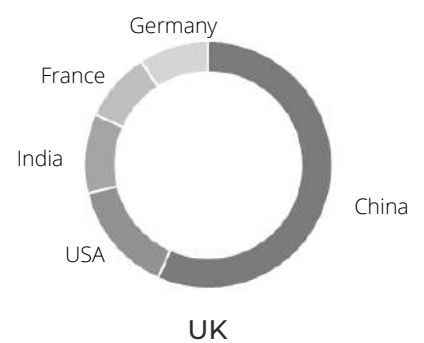
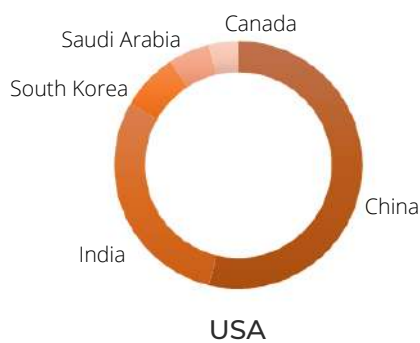
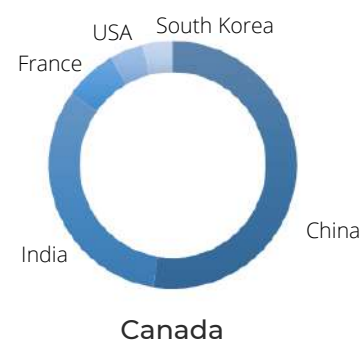
ABOUT MIGRATION TO HOST COUNTRIES|2019

A recent report showed a detailed movement of the outbound students to the various host destinations. The host destinations most popular among outbound students are - USA, Canada, UK, Germany, Australia, New Zealand and China.

Here are a few quick statistics that help us gauge a host country's mobility vis a vis its inbound students. USA receives over 54% students from China. This is followed by India (29%), South Korea(8%), Saudi Arabia(5%) and Canada(4%)

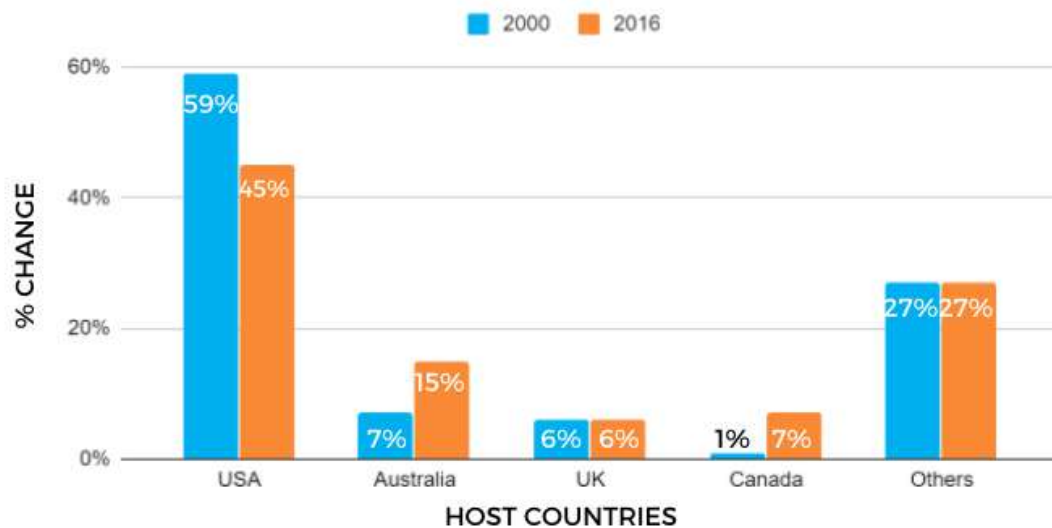
In Canada, the percentage of Indian students (53%) can be seen is the highest.

From the graph below it can be deduced that most host countries receive their students from - China, India, South Korea, Saudi Arabia and few other Asian countries.¹



Inbound mobility distinguished by top home countries

SHIFTING DESTINATION PREFERENCES



SHIFTING DESTINATION PREFERENCES OF INDIAN OUTGOING STUDENTS

From the year 2000 to 2016, the migration pattern has drastically changed, as represented in the graph above. The preference of countries has transformed as well. For example, at the beginning of the decade, the percentage of Indian students who had travelled overseas increased from 66K in 2000 to 301K in 2016, based on the data generated by UNESCO, Institute of Statistics. Let's compare the percentage change vis a vis inbound students of a few host countries. In 2000, the major share of Indian students overseas was divided among 4 major countries. The US ranked first with a substantial 59%. Australia, UK and Canada followed next with a share of 7%, 6% and 1% respectively. The remaining 27% included all the other countries. However, this trend has certainly seen a shift. Recent statistics indicate that there is a clear

switch in Indian student preferences while choosing a country for overseas education. In 2016, Australia showed a growth of 8% thereby displaying a migration percentage of over 15%. Just like Australia, Canada's inbound migration bumped up to 7%. On the other hand, US showed a percentage drop in the inbound migration. While in absolute numbers US still ranks the most popular host country, the inbound student migration spiralled down from 59% to 45%. The reason for this shift, is the increase in courses provided by some of the other countries and the ease of admission process. Germany, Ireland, South Korea, Singapore are some of the examples of countries students have started to prefer. Scholarships, inclusive nature of the universities, ease in visa policies also played an important part in this shift to occur.^{1,5}

EASE OF IMMIGRATION

Four preliminary factors that directly influence immigration among international students are- cost of immigration, national marketing strategy, path to immigration and work permits. Two other factors that influence immigration among the student community are employment opportunities, and stayback policies.

USA noted the highest cost of immigration whereas Canada and UK showed lower costs comparatively. Australia, New Zealand, and Germany showcased moderate to low costs.

Work permits while studying have more or less remained universal among all host countries i.e. 20 hours per week for all degree going students and above.

Three countries that showed education in the host country as an added benefit during the immigration process are- Canada, Australia, and New Zealand.

On the other hand, USA, UK, and Germany gave no such extra points to immigrants.⁷



6.5X
G R O W T H

Within a decades span, Canada saw a rise in the number of incoming students. The numbers went from 7,456 in 2005 to 48,633 in 2015.

IMPACT OF A COUNTRY'S GROWTH AND ECONOMY

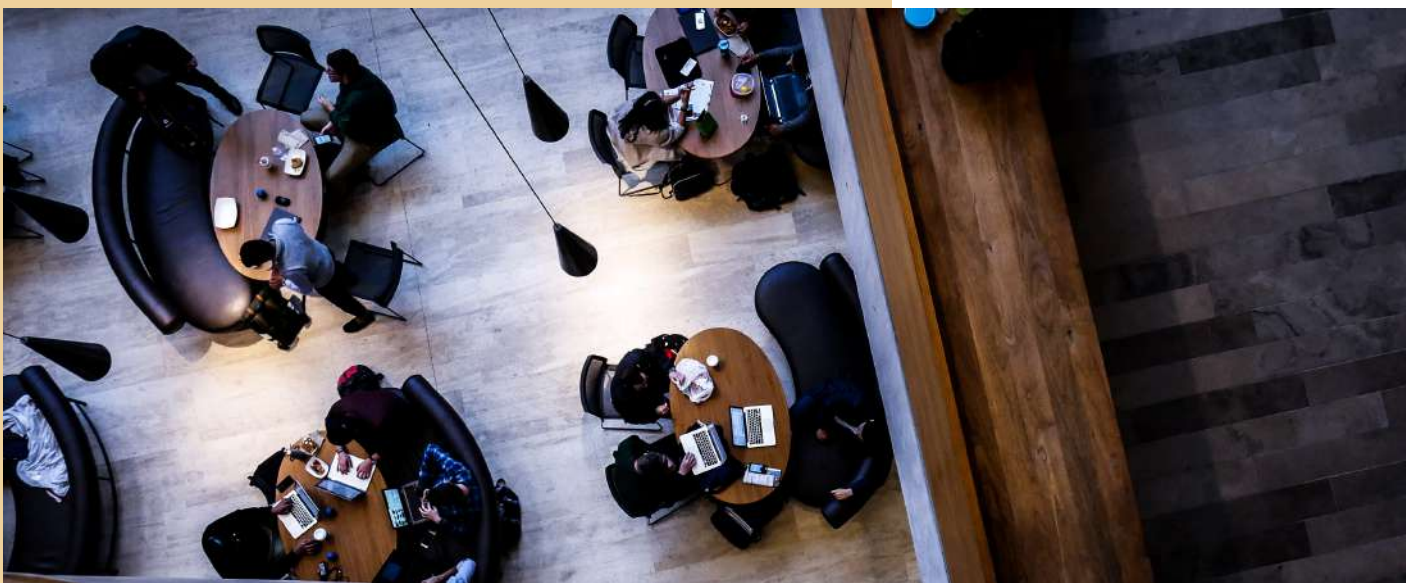
Does the GDP influence the behavior of a student's outbound mobility? A report by World News proves that it does. Countries like China, India, and South Korea send the most number of students to study overseas. On questioning the macro level factors we came across the concept of Outbound Mobility Ratio commonly known as, OMR. ⁵

World report states that the OMR "measures the number of students from a given country studying abroad as a percentage of that country's total tertiary enrolment at home". Few other factors influencing OMR are - per capita income, population size, tertiary supply and demand, development status and language. ⁵

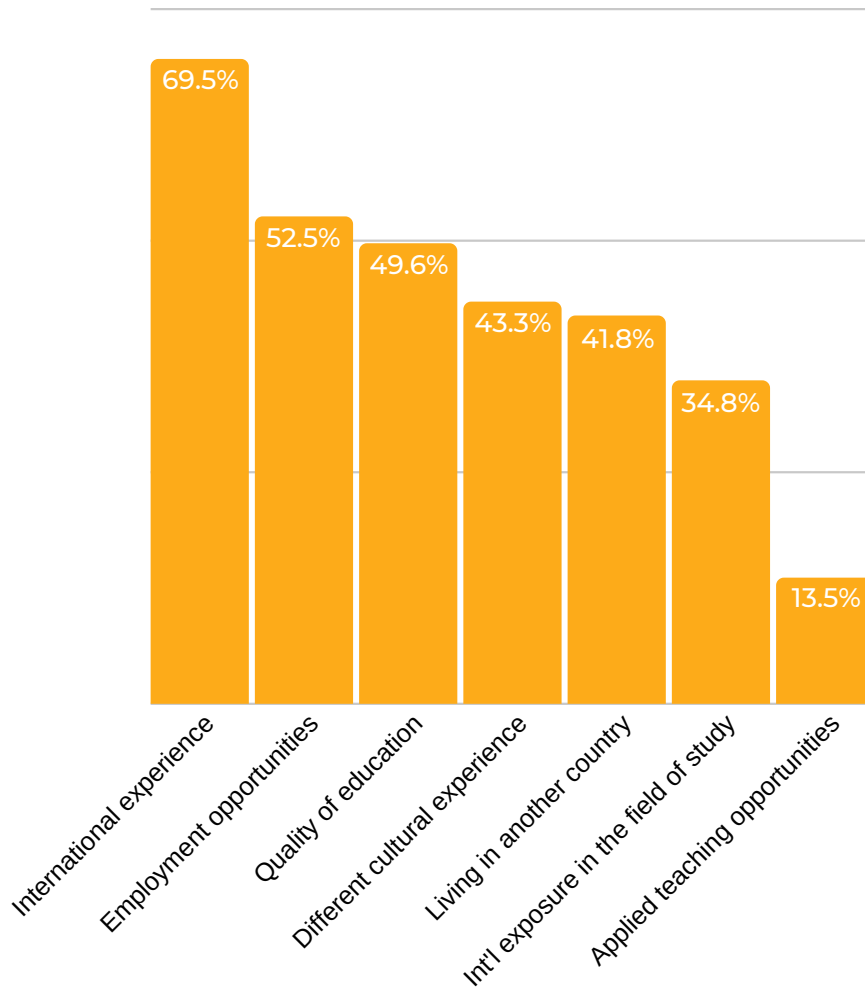
Another report mentioned that employment opportunities generated by a country, its per capita income, and standard of living, also have an influence over students who look at immigration vis a vis post-education career prospects. Flexible immigration policies and higher wages affect students to seek employment. US National Science Foundation's Survey reveals that about 80% of students from India and other Asian countries choose to remain in America after completing their graduate and doctoral studies.

We also evaluated tertiary supply and demand of education in sending countries. Rising demand for tertiary education in Global South countries is a consequence of rapid population growth, increased family affordability and urbanisation. ⁵

Education consultants have stated that changing Visa policies has impacted the choice of countries among many students.¹³



SOCIO-CULTURAL IMPACT ON OUTBOUND STUDENTS

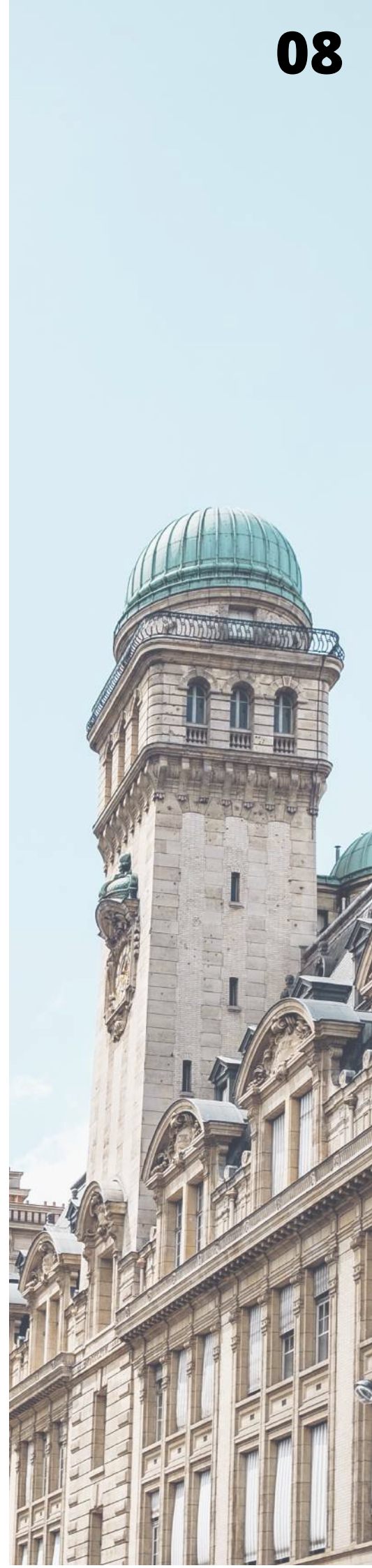


COMMON REASONS TO STUDY OVERSEAS

Cultural elements, such as language, religion, infrastructure, university culture and student diversity have a deep influence on students. The presence of Indian community and the residents' socio-economic status also impact the final choice.⁸

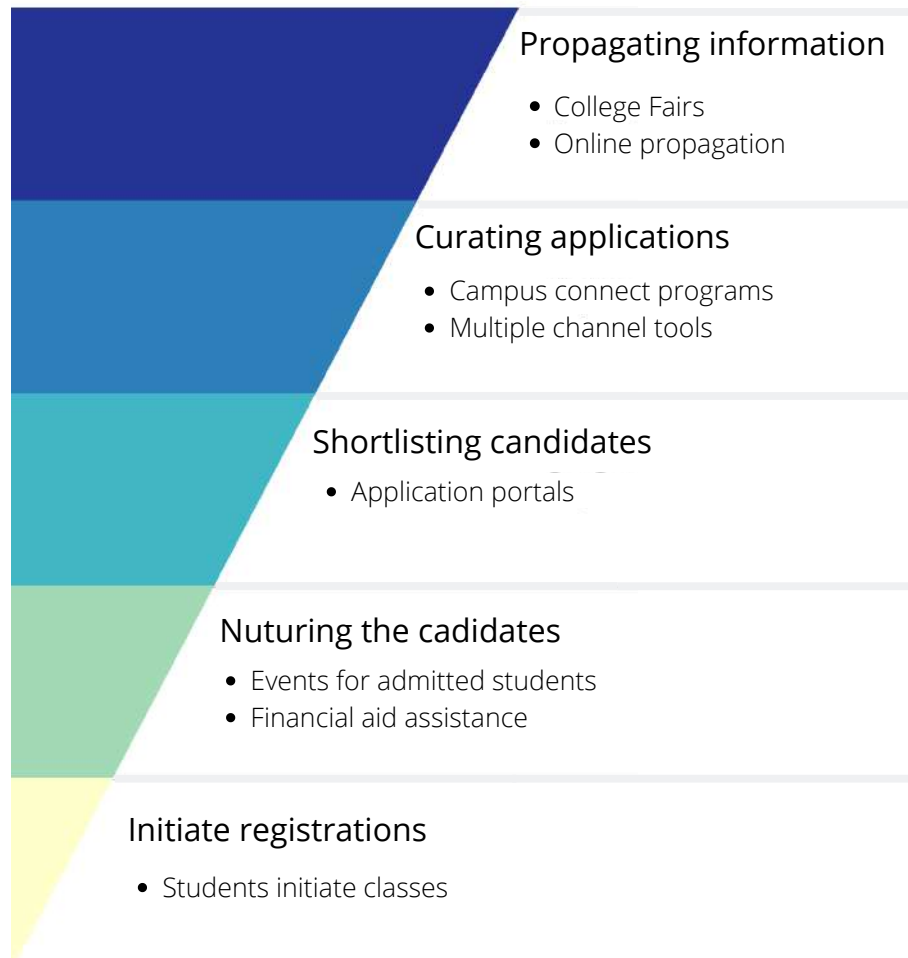
69.5%

of Indian students believed that International exposure is the most crucial reason to study overseas.



HOW TO CREATE AN EFFECTIVE RECRUITMENT PLAN FOR THE FUTURE

TRADITIONAL RECRUITMENT FUNNEL



Source: citation 9

MODERN AGE RECRUITMENT TECHNIQUES

- 1** **Use of AI & tech.** Incorporating technologies such as chatbots that answer thousands of queries and application filtering tools could assist in shortlisting the best suited candidates.¹⁰
- 2** **Sharing student testimonials.** A survey showed that students are primarily influenced by two factors, firstly the desire to experience a new culture and secondly student stories of others who studied abroad.¹¹
- 3** **Breaking myths and fears.** Students even with exceptional profiles fear overseas education especially due to myths around financing. Sharing information regarding scholarships & financial institutions would be helpful to students.¹¹
- 4** **CRM | Managing data | Geo tagging.** Proper management of prospective student data pools aid in administration and customised targeting of leads. For instance geographically tailored scholarships in liaison with country governing bodies could help.
- 5** **Webinars| Social Media | Youtube** Social media channels aid in reaching out to students at scale and helps in creating a strong brand visibility.
- 6** **Capture student attention at a nascent stage.** Every college is trying to make a strong perception of itself. Most students claim that they make the choice of studying abroad by high school.¹¹

WHAT DOES THE FUTURE HOLD?

Can more Indian students be expected to study abroad? A recent report by Study International news stated that not only will there be a rise in the number of students willing to study abroad, countries (India, Vietnam and Nigeria) with low to middle income will supercede China. With China's economy witnessing a slowdown, emerging countries "are likely to drive demand in growth", stated a report.¹²

2030

Global international student enrolment is expected to grow to 6.9 million with an annual CAGR of 2.97% by 2030.¹²

A complex mix of socio cultural parameters, economic parameters and decision making at an individual level would deeply influence the movement of students for their international education.



CONCLUSION

The detailed study has lead us to identify the various possible factors that impact the global movement of Indian students. There can be different reasons for this shift, but the most common ones are based on the changes in visa policies, job opportunities, quality of education and socio-cultural diversity. For instance, students prefer Singapore or Ireland due to flexible visa policies. It came to light that the post-study job opportunities too play a big role. It is for the same reason that Canada and

Australia showed growth as host countries. Students prefer Germany and Sweden because of its affordable education. US stands strong as one of the top host countries despite high investment due to its high ROI and premium quality of education. Accommodation, food, and climate are few other secondary reasons that influence students. All of these factors contribute in unison to show where the Indian student diaspora stands in the global education landscape.

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