

Evolving Recruitment and Partnership Approaches for India

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SUMMER CONFERENCE 2019

Evolving Narratives: Internationalization, Interculturalization, and Indigenization

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India is the fastest growing economy in the world

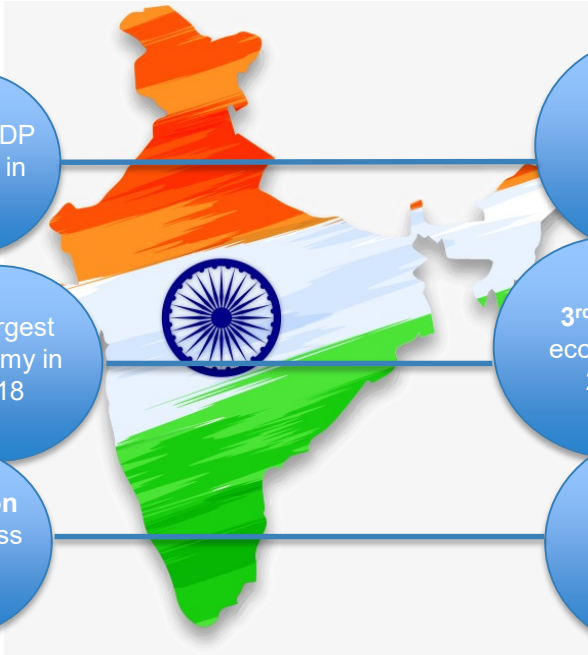


GDP
\$3.3 trillion
in 2017

6.7 % GDP
Growth in
2017

6th largest
economy in
2018

267 million
middle class
in 2016



7.3 % GDP
Growth in
2018

3rd largest
economy by
2030*

547 million
middle class
in 2025*

But India needs help to realize its potential



“Canada has what India needs” (PM Modi)

- Canada’s commercial capabilities align with India’s domestic priorities: **food security, energy, infrastructure, transportation**
- Canadian educational strengths match Indian needs: **teacher training, curriculum development, applied skills programs**



Canada-India Education

- 1 million Indian students abroad by 2020
- “Priority (1.A)” market for Canada
- Canada’s largest source country (more than 172,000 in 2018)
 - Over 70% studying at college level, predominantly within the GTA doing 1-yr post-graduate diploma programs
- Canada’s presence from pre-school to higher education in India
- 500+ MOUs signed with Canadian universities/colleges
- 60+ Canadian universities/colleges present in India

Key Opportunities:

- Corporate Training
- Innovation partnerships with IIM and IIT network
- Licensing/adapting Canadian curriculum
- Teacher training
- E-Learning
- IFI





Overview

- **K-12:**
 - 1.4 mn schools (1.1 government-run 'public schools, 300,000 private schools).
 - 478 international schools (IB, CIE and Edexcel).
- **Higher Education:**
 - Third largest higher education system with 907 universities and 43,000 colleges.
 - 33.3 mn students enroll in higher education (approx. 1% of these study abroad); growth of 20.1% p.a.
- **Vocational Education:**
 - Target to skill 300/400/500 mn by 2022 but only 10 mn trained.

Student Recruitment - Trends



- Limited local capacity
- Geography – no one size fit all approach for
- Outcome: Education or Migration or Both ?
- Affordability vs Capability
- Influence of Digital Technologies
- Opportunity hotspots – look beyond Tier 1 cities
- Contrast in numbers

Student Drivers



Motivators
of Indian
students to
pursue a
Canadian
education

Visa Policies/Immigration: Applying for student visa, during study work regulations, post-study work regulations, migration

Career development

Promotion, remaining competitive ,better pay & personal satisfaction

Global credentials

Degree mobility (recognition of overseas qualification globally and in India), rankings, successful alumni

Employability

Acceptability, networking, qualifications and professional expertise, communication skills, problem solving skills, team work, entrepreneurial outlook, inter cultural skills

Cost of education

Expenses, Funding mechanisms comprising education loan, scholarship or combination of both

Student Drivers



Motivators
of Indian
students to
pursue a
Canadian
education

Personal network

Parents, teachers, relatives, friends, counselors, cost of living, integration, security

Return on investment

Further opportunities to study, recognition of qualification by employers, experiencing Canadian culture and broadening horizons, becoming an expert in the area of study

Information about Canadian Studies

Newspaper, social media, education exhibitions/seminars, television, Education agents, magazines, local college, radio, education portals

Competition to get into a good institute at home/locally

Top ranking schools, number of seats, faculty/student ratio



Best Practices

- Having local offices
- Agency Selection & Management
- Competition monitoring: USA/UK/Australia
- Being a big fish in a small pond/Create several “City-Brands”
- Incentive for longer study duration
- Personal touch/ services
- Don’t confuse India and China!



Key segments – potential for Canada

- Virtual learning: Medium
- Language training (French): Medium
- Primary and Secondary: Low
- Technical and Vocational Training: Medium
- College/Polytechnics: High
- University (Undergraduate): High
- University (Graduate/ MBA /PhD): High
- Other (Offshore campuses/Curriculum selling): Medium

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TCS in India @TradeTeamIndia · 7 Dec 2018
India's economy set to grow faster than China's

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GOI focus areas on Education

- Renewal of Higher Education MOU.
- Disseminate the information on important flagship initiatives.
- Short term mobility of students to be promoted through MITACS and SICI.
- Present arrangement between AICTE (India) and MITACS (Canada) to support mobility of 100 Indian students has been increased to 300 students per year.
- Supporting additional projects received under GOI's SPARC program.
- Short term faculty mobility through GOI's GIAN program.
- Canadian University to host the Chair on Shri Guru Nanak Dev Ji. UGC (India) would fund the Chair.



Thank you

Any questions?

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