

“Study in India” an initiative to develop India as an education destination

Chaitanya Dev Singh Sisodiya¹, Dr. Sanjeev Singhal²
PhD Scholar¹, HOD PhD Cell²
SAGE University, Indore, Madhya Pradesh, India

Abstract- The aim is to determine the Indian government’s new initiative “Study in India” project, as to develop India as an education destination, government is planning to invest millions to attract foreign students to increase India’s education market share across world. However, India is the third largest education system in the world with thousands of universities and colleges with having ability of registering millions of scholars, but still lagging behind to attract foreign students. The paper discusses aspects affecting the initiative and approaches to increase number of foreign students. Study has based on secondary data presented by several people and associations with respect to study in India campaign, along with a quantitative research by intense online searching. Finding presented that India is receiving few foreign students from adjoining and neighboring countries but to improve the numbers, India has to deal with the enhancement of quality of institutions, living standards, suitable accommodation and gentle behavior towards foreign students in terms of racism and violence. This paper gives approaches and actions to be put into practice to increase international students in India.

Index Terms- Study in India, Educational Tourism, Foreign students in India

1. INTRODUCTION

The Indian higher education is one of the biggest in the world with large number of public and private universities. Still there is a lot of capability for additional expansion in the education structure, together with its rank in the worldwide student market. The government of India comprehends the significance of fascinating overseas scholars to India to bring variety to Indian classrooms and inaugurate the program, ‘Study in India’.

The Indian government has permitted a financial plan of about \$23m for Study in India project, to brand India as a major study destination and aim to equalize the balance between foreign students and students going abroad for higher studies. The scheme will focus on increasing India’s market share of worldwide education exports sector to 2%. Among its further intentions, the program looks for improvement in the quality of higher education and sees overseas scholar spending amplifies. The key attention will be on adjoining and neighboring countries comprises Nepal, Bangladesh, Iran, China, Vietnam, Kazakhstan, Egypt, Saudi Arabia, Rwanda, Nigeria, Thailand, Malaysia, Kuwait, Iraq, Sri Lanka and Bhutan with some more.

Brilliant scholars will be granted scholarships on the merit list score of Scholastic Assessment Test. Lot of neighboring countries considers India better option than them in education, whereas some countries having political and public issues which make students to come to India for further studies, even the tuition fee are low. The thing which makes overseas student stay in India easier is English language, as its understood and spoken around country. The climate is pleasant and lots of good schools are located in the attractive locations where there is generally no pollution. This scheme will take time, but will need a lot of tactic, preparation and determination of the government to make it successful.

2. LITERATURE REVIEW

Walker, A. (2018). Informed that the newly "Study in India" campaign will bring India on top of the worldwide student’s panorama to support the country as a destination for higher education. The objective is to grab in 15,000 foreign scholars from 30 countries. At present, roughly 8,000 foreign scholars study in India. Indian scholars to go abroad for studies are more in comparison of international scholars come to India. With the help of initiative Government of India is planning to increase the share of foreign scholars to come and study in India by 2%. The main concentration will be on neighboring countries comprise of west Asia, further focus will be on ASEAN and SAARC countries too.

Chowdhury, S. (2018) said that as per the All India Survey of Higher Education (2016-2017), there were about 48,000 foreign students in India. The study also made a statement that mainly the students were from neighboring countries like Nepal, Afghanistan, Bhutan and some from Nigeria and Sudan. As compared to the previous number of foreign student in India recently it is increasing on regular basis. Once UNESCO Institute of Statistics has made a statement that India is steadily rising as ideal place of study for foreign students, but this report become lighter in comparison when evaluate to the other aspects of the matter.

At some point in inaugurate of Study in India portal, Swaraj, S. (2018) in her address told: “India require being get back to its status of education hub. The mission for education has for eternity been primary to India’s culture. It’s true that India is among few places across worldwide where old traditions and modern customs exist in harmony. Taxila and Nalanda universities were well-known during ancient time for knowledge and education keen students used to travel to India to take education. The “study in India” scheme is same to the admission process carry out by developed countries like Malaysia, Singapore, Canada, UK and Australia to perk up on the portion of foreign students and get superior worldwide recognition and status. For the higher education, Indian Universities and colleges are permitted to keep 15% seats for international students.

Pushkar, (2016), well-informed the motives why lots of countries vigorously look for foreign students are many while the motives differ. It possibly will be helpful for India to think about the advantages of hosting foreign students. Economic is the instant and noticeable benefits

to the Western countries like United States, United Kingdom and Australia from the huge number of foreign students. Many of students do part time jobs and some stay and live in the country after completing studies, these foreign students contributes to the host country a skillful employee. Foreign students produce capital, talents and employment, they also brings other advantages to the host country like culture and social activities. Direct and indirect gains are also there which can't be measured but usually recognized as vital for the host country.

Chawla, A. and Dahiya, M. (2018), informed that, Mr. G Srivastava, Regional Director, South Asia, GMAC said, "India has appeared as a potential market for education amongst global contenders with the progress of the monetary and educational background. Africa, South East Asia and Middle East area will connect applicants to pursue class education from leading universities in Indian and further strengthens Study in India initiative, In addition, now international students can pursue their internships to boost up their careers.

Recently, Foreigners Division, Ministry of Home Affairs, Government of India informed that 'Intern Visa' may be granted to the foreign students after completion of studies in India, even the 'Employment Visa' can be grabbed from origin country, in such case after finishing studies in India foreign student need to go back to domicile country and apply at Indian embassy for employment visa. However, in some case there may be requirement of prescribed curriculum to accomplish industrial training or summer project, Indian government has given freedom on same visa to participate and complete required industrial training or summer project between first and second year of graduation during summer vacations.

Nanda, P. (2018), advised, India with a appropriate tactic can harvest a attractive bonus yet without looking for scholars from developed countries, two administration representatives said refer to most recent information. There were disapproval that India is targeting only on developing or third world countries for study in India initiative and not in developed countries, but current research from US shown that there is huge possibilities from them too.

Belousova, T. (2018), told that the general goal among this entire scheme is to get better then the existing rankings across world of Indian Education sector. One of the feasible methods of accomplishing this is to charm more overseas students to India. Numerous incentives are required to fascinate more international scholars from the Asian county. A study carried out with international students in Kerala revealed that 39% prefer India as a study place since they wish to get global experience, and 25% were interested by the accessibility of scholarships from the India. Hitherto, it has been acting as the exclusive association offering many scholarship plans to overseas students.

3. BENEFITS TO OVERSEAS STUDENTS IN STUDY IN INDIA

India is the third leading education system in the world. Apart from engineering courses in India's higher education, universities are coming up with the skills to host other courses such as Masters in Business Administration, Physics and Sciences, IoT, Artificial Intelligence, Photonics and Machine learning along with others interesting courses like Buddhism, Yoga and Ayurveda. As an effect, a lot of its higher education institutes features in the best 100 Asian Universities as indicated by QS and The World University standings of 2018. At the same time, interesting and niche courses such as are also on offer.

The Indian economy is graded sixth in the globe, in addition world's second biggest democratic system. Most of the institutes provide education in English which can propose no difficulty of communication, which would be benefited and enjoyed by abroad student. Beautiful landscape, rich culture, festivals, heritage, art & culture, creativity and appetizing cuisines will put up studying in India an unforgettable experience for foreign students.

3.1. Education

India is the third largest education system in the world with over 800 universities, 39,000 colleges and an ability of registering above an enormous 20 million scholars. Institutes in India propose courses/degrees that are reasonable worldwide in terms of excellence. A diverse education system signifies a large variety of courses are offered from the contemporary and advanced to the traditional. This hugeness of the Indian education system decodes to improve chances for its students and international learning for an all-round educational and individual growth

India has been and persists to be a land to modernism, ingenuity and leadership. The power of India's education system may be measured from the truth that the world's top corporations are being controlled by creations of Indian education system. A number of the top world leaders, business representatives, novelist, sportsmen, musician, poet and painters have also produced and graduated from Indian institutions.

3.2. Travel

India proposes a diverse feature of its character to each tourist. A mixture of cultures and traditions, the cities and structural design are vertical in history and legacy. One can discover flourishing beaches, wildlife, hilly landscape, religious temples, memorials and heritage during break from the education provided in universities.

India has unbelievable assortment, Indian festivals are a vital element of its civilization. India's multicultural is patent by its numerous festival celebrations across cultures and religions. India is the country to visit, for the interested and piously-ravenous person.

India has enormous tales from its history to tell. From classic like the Ramayana and the Mahabharata, to the Mughal kingdom and finally the grand independence fight. Indian edifice and memorial construction, like the Taj Mahal, shows India's magnificent olden times.

3.3. Civilization, Sculpture and Religion

India is the seventh- biggest and is ready to be converted into, demographically the youngest country worldwide by 2030. India really exemplifies the essence of unity with 29 States & 7 Union territories and 22 regional languages. The country, its citizens, sculpture and art, civilization, legacy and the education structure combines custom and modernity flawlessly. India considers the world is a family. A secular nation, liberal of each other's faiths and traditions, it rejoice Diwali, Eid and Christmas with the same passion. Dance and music are

fundamental to India. Numerous dance forms and music styles celebrates India's inheritance. World famous dancers, musicians, award-winning authors all highlight the prosperous artistic legacy of India.

4. ASPECT AFFECTING STUDY IN INDIA

A cautious study would disclose that the lack of top class educational programs is one of the main causes for the little figure of scholars from overseas. The excellence and quality of institutes in India is missing when evaluated to other countries. The Time Higher Education discovered the international ranking of Indian institution falling, even as the foremost institution of higher education in adjoining nations is continuously going up. Therefore the simply periphery India has in terms of charming student from overseas is geographical closeness and reasonable learning prospects. This reality is authenticated by the actuality that the majority of the scholars pursuing schooling in India are from bordering nations.

Furthermore, the short of scholarship and research opportunity discourages most overseas scholars from engaging in study in India. It would be fine to notice that the Indian government bring out finance about 70 percent of the research in the nation, but the total negligence of allocated accounts and the lack of evaluation scheme signifies much is misused. Industrial financial support for developments is partial, which generates less opening for national as well as international scholars.

The academic nature of the Indian education structure, when evaluated to the application-based procedure of rival bordering nations is also one of the offenders for India to get ignored as a promising destination for studies

There is also a sure lack of recognition of international degree and qualifications; such data is significant as that would go an extensive way in serving foreign students to build a knowledgeable choice. As lot of the leading institutions in India is managed by government, promotion approach is desired to magnetize overseas students. A complicated visa procedure and sluggish bureaucracy make the matter more difficult.

Accommodation and living standards is also an imperative aspect in consideration by foreign students while making a decision where to take admission. A Quality of Life analysis carried out by one consulting organization in year 2017 retrieved that not a single city from India was in best 100 cities across world. Consequently, a lack of quality of life joined with additional issues such as an uneven climate, stops foreign student from approaching to India. The employment market has inoperative and a major diminish in the figure of high wages jobs also be a factors to a lack of attention in India.

A latest issue, which is discouraging any possible applicant from pursuing study in India: the violence against foreign persons, which h emphasize the safety measures about education in India. The reports of prejudice, racial discrimination against scholars decline and bigotry is also reducing the eagerness of several students bearing in mind to study in India.

5. APPROACHES FOR ATTRACTING INTERNATIONAL STUDENTS

5.1. Bringing back the past

The "Gurukulam" kind of pass-on education draw attention to India's custom in teaching which can be said as traditional teacher and student tradition. India has forever a center for foreign students for education; there is an evidence of proper teaching in ancient India under the Gurukul model. The Gurukul model of teaching was fit to the community necessities at that era. There were some of the landmarks course like Vedas, Puranas, Yoga and Ayurveda. Universities like Takshashila and Nalanda fascinated students from worldwide to India.

On the other hand as the Indian higher education structure progressed, the figure of overseas students approaching to India reduced. The promotion of Indian higher education concentrated on the rising needs inside the nation joined with a lack of attempt by the government to magnetize overseas students. Conversely, there are an approximated 5.53 million Indian taking education in 86 different nations. India seeks to turn out to be a receiver of foreign students.

5.2. Improving country impression

Foreign studies is costly for students, this creates the nation picture a significant aspect in allowing for a destination for families. India does not in a top grade as a country in respects to security, cleanliness, and class living. Various issues like this are extremely serious from a student's point of view. Universities have to assist potential foreign students recognize the worth of being part of India's story and express the broader chances.

5.3. Bridging information gaps

Foreign students seek to discover indicators that can reduce their threats of studying in other country. Regardless of wide information existing on the Internet, there is a need of reliance data that targets to assist students. Students also make a great effort in building and evaluating information. There is a necessity to offer reliance, impartial and restructured data to students.

5.4. Understanding foreign student divisions

Foreign students move toward inspirations to go overseas for studies. These inspirations are influenced by a lot of issues, comprising of wealth and academic attentiveness. A deeper knowledge of the several foreign student sectors and their supervisory procedures will effect in more valuable tactics and results.

5.5. Spending in foreign student experience

Indian universities require worldwide recognition and grading. Thus, they waste their resources through showy websites and announcement without developing principal potentials. They frequently fail to notice the task of teaching staff in delivering a high-class knowledge and do not spend proportionally in assistance. Universities must spend in determining foreign student's experiences, as high-quality experiences produce flourishing brand diplomat who in turn increase mouth publicity.

6. ACTIONS TO CONQUER CHALLENGES TO INCREASE NUMBER OF FOREIGN STUDENTS

6.1. Capital worries

To undertake fees and living cost, one mode to assist students is to propose them precise scholarship that will fairly cover education fees. Funding, financial abet and financial loans should be exposed.

6.2. Social worries

Universities can get existing foreign students and graduates from the aspirants' country converse to them about what fascinated them to these Universities. This process can assist students to overcome fear and eliminate home sickness too.

Universities must also deal with the concerns of parents as they are the decision-makers. They have to be persuaded about the plan of children studying overseas. Alongside applicants and former students, Proposing English verbal communication is an additional approach to craft prospects feel convinced.

6.3. Health and safety

Health and safety is another factor which is concerns for the foreign students whether in the institution and in city where the college is based. Institutions should emphasize a caring atmosphere and inform parents regarding their safety and protection measures, to overcome the situations like attack and racism with foreign students. Institution conducts motivational webinars and get-together with alumni and institutions officials where alumni can make parents comfortable and answers all concerns and queries to remove fear.

6.4. Profession worries

Foreign students are also concern about the job opportunity and placement after completion of studies. Institutions can include companies in an on-campus placement who are desperately looking to recruit foreign students. Provide information of job fairs and salary offered by the organization to the foreign graduates, such kind of support should be given by career assistance team.

6.5. Excellence

The best institutions are renowned brands and their class is a known. On the other hand institutions that is less famous have to encourage students that they have eminence benefits. Excellence, Class and brand strength are basic components of any institutions strategy. Institutions should endeavor for best academic accreditation for their curriculum and improve their grading. To improve brand image they can develop strategic associate in target countries.

6.6. Exclusive Selling

Institutions should promote their exclusive selling schemes, such as curriculum and courses that can be finished in three-four years, training tours and student exchange opportunities must also be revealed. If any exclusive course offered that's not proposed in all other institutions.

6.7. Multiplicity Assurance

The most important is Institutions should work more on making their international presence, by escalating institution's multiplicity, improving cross-cultural environment, staff of international talents and developing chances for universal associations.

7. CONCLUSION

The Study in India scheme is an ideal beginning, however, India has to deal with all the matter and prior to it is all set to develop into an educational hub for international students. Nevertheless the key question is whether India is geared up for Study in India campaign.

Well in comparison to US or Europe we still have a long way to go. One can examine this difficulty by countries growth and reputation. Unless Indian institutions propose impressive courses that overseas universities do not presents then we will have the international students.

If we talk about developed countries like USA, We present them an opportunity to discover the rich civilization that India has but when it turn up to educational amenities, we are far away to the USA. So a student from USA will approach to India just for a small period if have an intense curiosity in knowing India's culture. Study in India is inexpensive but the living circumstances are very unkind for them to live on in terms of hot climate, security, language, hygiene and cuisine.

Whereas, if we talk about third world countries, we have a bit to show off when we judge them with ourselves, we have Superior education arrangement. If students from these countries are satisfactory with the visa, funds and admission process a student can come to an Indian University.

A cautious study would reveal that the lack of good quality and competitive learning courses are one of the main causes for the low down figures of foreign students. When compared with overseas, the quality of India universities and colleges in is lacking behind. Therefore, the lone periphery India has of fascinating foreign student is neighboring countries. This truth is authenticated by the reality that most of the foreign students studying in India are from bordering nations.

REFERENCE

- [1] Belousova, T. (2018), Internationalisation ambition faces stiff challenges, University world news, retrieved from, <https://www.universityworldnews.com/post.php?story=20180905074653384>
- [2] Chawla, A. and Dahiya, M. (2018), GMAC Relaunches the Second Version of the “Study in India” Initiative in Partnership with 13 Leading B-schools, Business Wire, retrieved from, <https://www.businesswire.com/news/home/20180907005381/en/GMAC-Relaunches-Version-“Study-India”-Initiative-Partnership>
- [3] Chowdhury, S. (2018). The Problem With ‘Study In India’, The Diplomat, retrieved from <https://thediplomat.com/2018/03/the-problem-with-study-in-india/>
- [4] Nanda, P. (2018), US foreign students data shows way to ‘Study in India’ program, Live Mint, retrieved from, <https://www.livemint.com/Education/fQ66wjfEx2uBHBmsX92vwK/Study-in-India-holds-promise-can-attract-foreign-students.html>
- [5] Pushkar, (2016), Why India Needs to Seriously Push Its 'Study in India' Initiative, The Wire, retrieved from, <https://thewire.in/education/study-in-india-mhrd-international-students>
- [6] PTI, (2018), Govt launches Study in India portal to woo foreign students, indiatoday, retrieved from <https://www.indiatoday.in/pti-feed/story/govt-launches-study-in-india-portal-to-woo-foreign-students-1215177-2018-04-18>
- [7] Walker, A. (2018). India launches a "Study in India" Campaign, academiccourses.com, retrieved from <https://www.academiccourses.com/news/india-launches-a-study-in-india-campaign/-2545/>