






# T&A Consulting

-  India Market Entry
-  Inward Investment Attraction
-  Trade advisory
-  Supply Chain Solutions
-  India Incubation Center

*Business with India Starts Here ...*

***A proposal to work collaboratively with ABC University to set up a “quasi representative” office in India, with an aim to raise profile of the University amongst the various stakeholders in India and achieve higher level of student recruitment***

## Engagement Context

-  The Indian Educational sector is getting increasingly competitive as there is intense competition from prestigious Universities cross the world
-  Countries/regions/Universities which are able to leverage the first mover advantage stand to gain not only in terms of skill transfer, it will also help raise awareness of those regions as centre of excellence for academics and cutting edge technologies
-  Overseas Universities have been evaluating the India opportunity with regular participation in educational road shows, interactions with Indian Universities and expanding an agent network in India
-  In view of the long term potential of the Indian Higher education sector and in order to have a more involved “ground” presence several Universities have opted to set up an Indian representative office
-  University can particularly evaluate the possibility of :
  - ✓ Local representation that T&A can provide in India
  - ✓ Operational and Infrastructure support
  - ✓ Recruitment support and Employee management charted by T&A
  - ✓ Increase in visibility for the University amongst academia and industry

## Our Understanding

- ✓ Education is one of the largest service sector industries in India characterized by a unique set of attributes
- ✓ The formal education space is regulated and has a dominant share in the overall education market
- ✓ One of the major initiatives taken by the government (bill yet to be passed) is “Foreign Education Bill” which allows entry of foreign educational institutions into the Indian market
- ✓ Rapid growth in number of institutions in India represents the demand for professional, job- oriented degrees. This is the key driver for many foreign institutions which offer better programmes in engineering & management as compared to liberal arts and sciences

## Trends in Education Sector

HIGHER EDUCATION	VOCATIONAL EDUCATION
Collaboration with foreign players	Growing interest of PE/VC firms
Multi campus model	Rise of online and correspondence courses
Increasing adoption on technology	Partnerships between corporates and institutes
Indian players expanding abroad	Facilitation by government
Stricter policy landscape	Up gradation of quality of education

## Key Deliverables

*T&A will act as the local representative office of the University in India*

*This will result in on the ground support for proactive contact with various stakeholders including students, academia and industry*



Access to fully operational office in the heart of New Delhi commercial district



Part time/Full Time dedicated person on the India operations. The resource will be on our payroll and will be single point contact in India



Student Recruitment Program



Monthly status report on activities undertaken and progress made against pre- agreed annual plan



In market support during visit to India including arrangement of meetings, submit a detailed travel itinerary prior to India Visit, accompany for one-to-one meetings, introduce to decision makers and moderate the meetings

## Incubation Support







***Complete incubation support at T&A's Business Incubation Centre (BIC) which will involve:***

***Framing the activity charter for the local representative, which involves activities such as:***

- ✓ Attending various education industry related events, trade-fairs to promote the University's proposition
- ✓ Hold meetings with various stake holders of the industry to increase visibility of the university and develop the local market
- ✓ Appoint/work with existing agents to ensure effective student counseling, co-ordination with interested candidates etc
- ✓ Arrange meetings with recruitment heads of overseas companies based out of India to consider candidature from university
- ✓ Lay out a mutually beneficial placement program with large corporates in India for placing deserving students at a suitable position

***Managing the employee and their activities. This would also involve managing their salaries, office expenses, guidance etc***

## Selection of Local Representative

-  Agreement and preparation of a job description for India local representative which will be used to prepare database of resumes of suitable candidates
-  Preparation of list of suitable and qualifying candidates
-  Telephonic interviews to be conducted to further prepare a shortlist of most suitable candidates. Shortlisted candidates go through series of interviews and reference check and are also educated about the university in the process.
-  Report will be presented to the university detailing shortlisted candidates, series of activities conducted and interview notes
-  Arrangements(telephonic or video conferencing) would be made to hold final round of interviews with the university's management
-  Advice on salary and employment package along with the offer letter would be presented to the final candidate selected by the university

## Student Recruitment Program



*This specialized service for overseas educational institutes aims to achieve higher level of student intake*



Includes activities such as application review, student interaction to institution introduction, visa application assistance and pre-departure information activities



Students to be recruited directly by the university or through our agent network or both



### ***Outcome***

Activities involved in student recruitment would help raise the institution profile, increase in number of student applications, improve conversion rate and assist in admission procedure.

[www.insideindiatrade.com](http://www.insideindiatrade.com)  
[contact@insideindiatrade.com](mailto:contact@insideindiatrade.com)



**T&A Consulting**  
**1400 A , 14<sup>th</sup> Floor, Devika Towers**  
**6 – Nehru Place**  
**New Delhi 110019, India**  
**Tel: +91 (0) 11 41709326, 40546760**