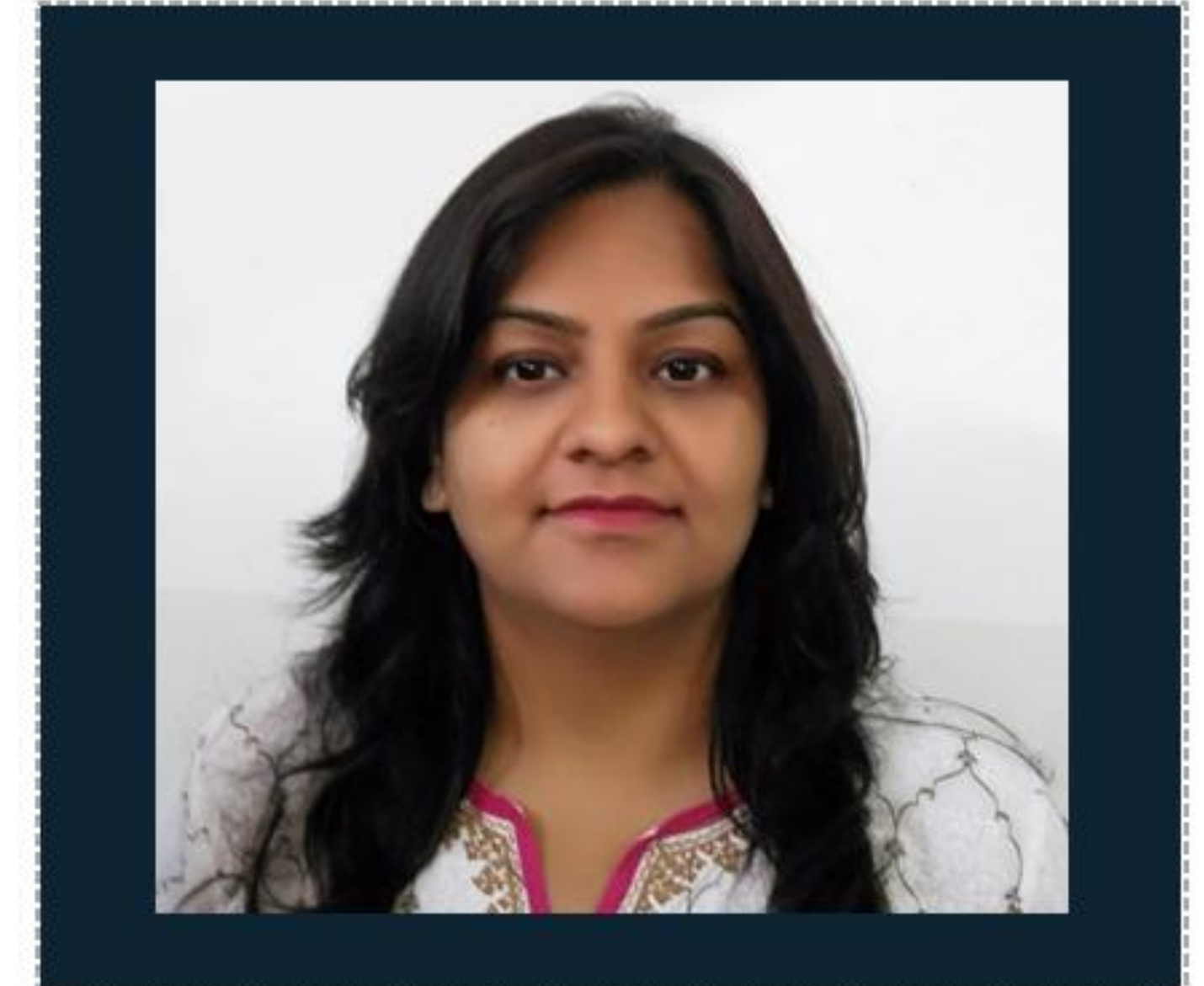
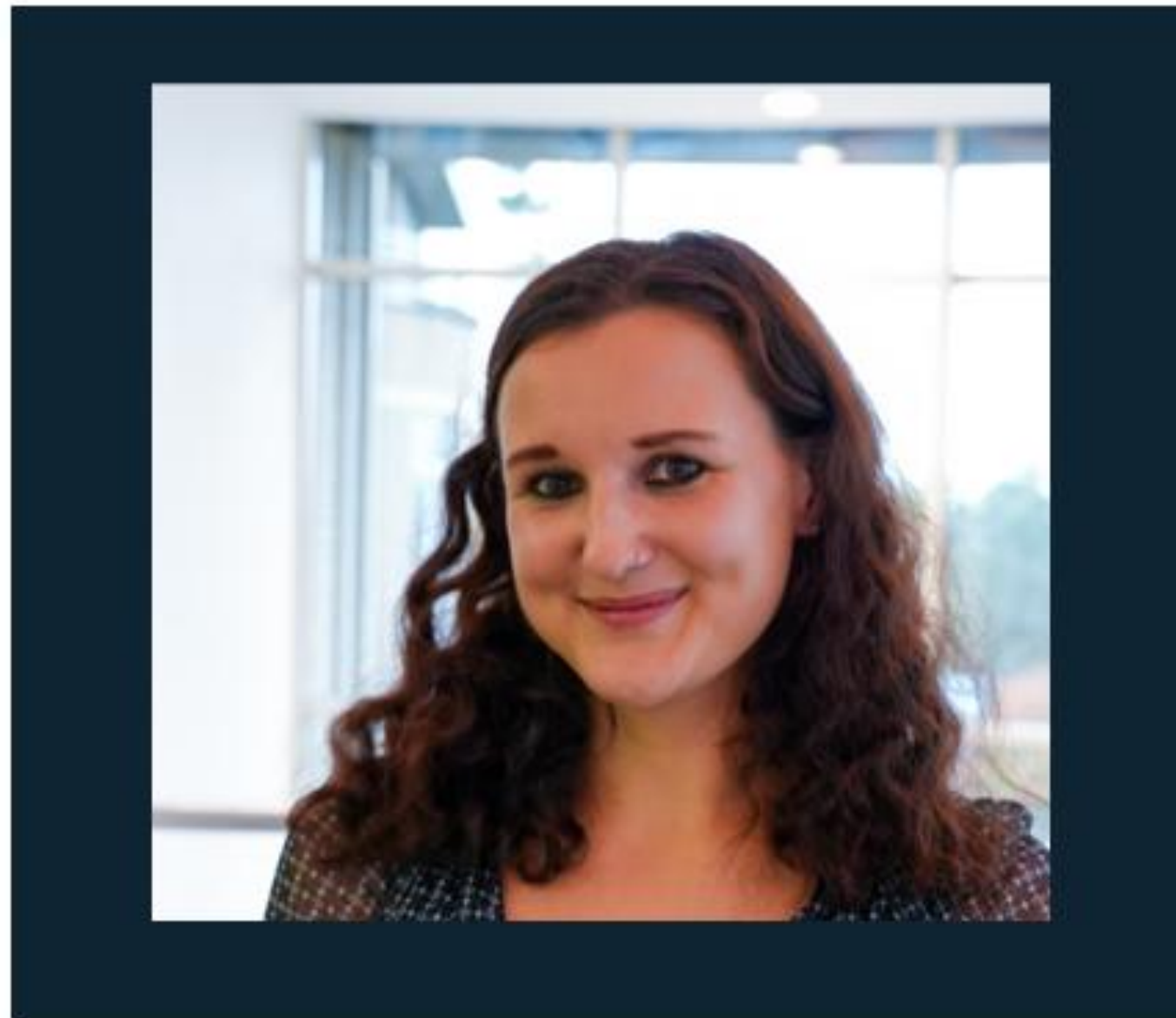


NAVIGATING AN INCREASINGLY GLOBAL HIGHER EDUCATION LANDSCAPE



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CONTEXT



An [article from 2025](#) highlights the shift from the Big 4 (Australia, Canada, UK & USA) to the Big 14.



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PROJECT NEXT GENERATION

**EARLY DRIVERS
AND STUDY
PATHWAYS (INDIA)**



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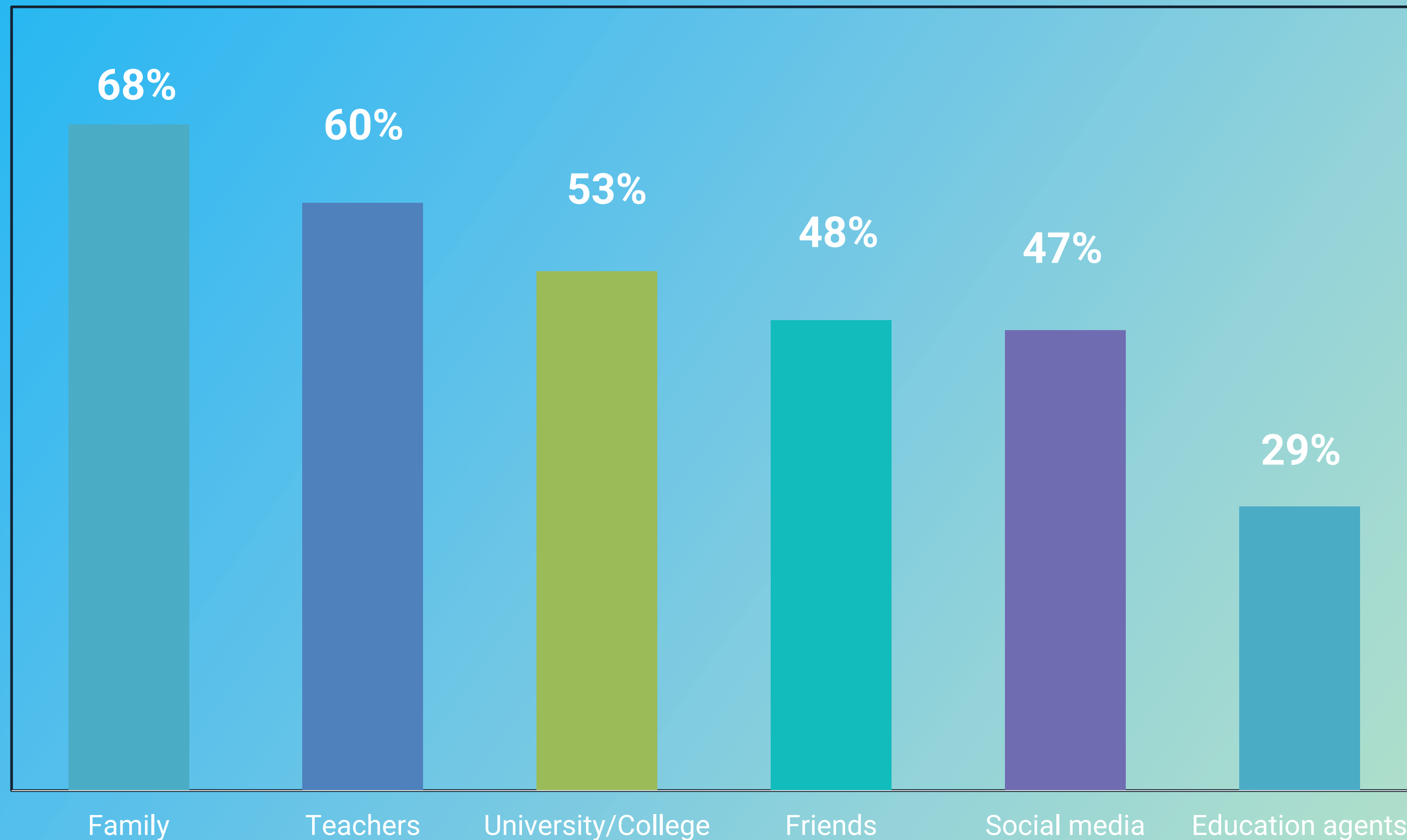
WHAT DESTINATIONS ARE YOUR STUDENTS APPLYING TO?



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MORE THAN A DEGREE: WHAT MOTIVATES INTERNATIONAL STUDENTS

Where do you look for advice on university study?



Most respondents (88%) would consider studying outside of India, with the UK an attractive option for 63% of all respondents - second only to the USA (70%)

For advice, Indian students rely on real-life guidance from trustworthy figures – like family, teachers and friends.

But inspiration and influence can come from many different sources including the universities and colleges and social media. Students are inspired by real-life examples of people who have pursued similar journeys.

Q. Where do you look for advice on university study? Base: 363

Q. Is studying outside of your home country something you might consider? Base: 369

Q. Which, if any, of the following countries would you strongly consider as a potential study abroad location? Base: 326



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COUNSELLORS – WHAT 5
STRATEGIES DO YOU USE TO
NARROW DOWN STUDENT
CHOICES?

UNIVERSITIES - HOW DO YOU ENSURE IN AN
INCREASINGLY COMPETITIVE MARKET,
COUNSELLORS HAVE THE RIGHT TOOLS TO
SUPPORT THEIR STUDENTS?



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SUGGESTED STRATEGIES

Basics

- **Understanding their Goals:** course, career, countries
- **Academics & Entrance Exams:** grades & standardised tests
- **Learning Style:** looking for a flexible degree, or early specialisation?
- **Budget:** important to analyse in the initial stages of planning



Deep Dive into Specifics

Degree structure and length

Total cost and funding

Application system and deadlines

Work rights, career routes, return options & life fit



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SUGGESTED STRATEGIES

Process & Plan

- List the students top 5 priorities (for example course quality, cost, work rights, location flexibility)
- Pick 2/3 countries that look realistic after the budget check
- Score each country against the priorities in a weighted comparison table. **The scores matter less than the conversation they prompt.**
- Test the result: talk to current students or alumni, attend virtual fairs and read the official admission and immigration pages
- Ask a 'regret' question – if this country said no, or conditions changed, what would the student do next?

Common pitfalls to guard against

- Choosing a country because of trends, friends or agent incentives
- Focusing on ranking and ignoring cost or fit
- Assuming visa and work rules will stay the same over four years
- Spreading applications across too many countries, which weakens each one
- Leaving the family out of the decision until offers arrive



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INDIAN STUDENTS SEEK ACADEMIC, PROFESSIONAL & PERSONAL DEVELOPMENT OUTCOMES

STUDY ABROAD CONSIDERATIONS

To experience a high quality of
education (59%)

To increase future career opportunities
(52%)

To gain more life experience (48%)

To gain an internationally recognised
qualification (45%)

To improve my language skills (43%)

Q: What do you hope to get out of studying abroad? (Base: 310)



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GUIDING TO NON-TRADITIONAL DESTINATIONS – CASE STUDIES

Singapore



Considerations

- Location
- Cost
- Rankings
- Post-study work permit
- Curriculum
- Language (or language barrier)
- Integration to society

Netherlands



COUNSELLORS – WHAT IS THE
MOST UNIQUE QUESTION YOU'VE
BEEN ASKED?

UNIVERSITIES – HAVE YOU SEEN A SHIFT IN
WHICH INFORMATION MATTERS TO STUDENTS?



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EMPHASIS ON OPPORTUNITY: INDIAN STUDENTS WANT TO BE WELCOMED, AND IMPROVE THEIR FUTURE PROSPECTS

COUNTRY CHOICE CONSIDERATIONS

Reputation of the country as a safe place to study and live (29%)

Fees and living costs (29%)

Welcoming environment for international students (27%)

Gaining an internationally recognised qualification (27%)

Internship/work experience opportunities whilst studying (27%)

Q: What is most important to you in picking the country where you may study abroad? (Select up to 5) (Base: 310)



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FURTHER RESOURCES - UK



- [How the UK degree system works](#)
- [Choosing a location](#)
- [Scholarships tool](#)
- [Subject guides](#)
- [Podcasts](#)
- [Speak to a real student](#)

Download the full
Project Next Generation India
report [here](#)



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FURTHER RESOURCES - EUROPE

Country	Quick Links
Germany	www.study-in.de
Netherlands	www.studyfinder.nl
Sweden	www.studyinsweden.se
France	www.campusfrance.org
Finland	www.studyinfo.fi
Spain	https://educacionfpydeportes.gob.es/en/portada.html
Switzerland	https://www.sbfi.admin.ch/en/education
Italy	https://studyinitaly.esteri.it
Portugal	www.dges.gov.pt
The EU more widely	www.studyineurope.eu



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FURTHER RESOURCES

Country	Quick Links
Canada	www.Canada.ca/en/immigration-refugees-citizenship/services/settle-Canada/education/school-types/post-secondary.html
Australia	www.studyaustralia.gov.au
GCC (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia & UAE)	www.qf.org.qa/education/education-city
Hong Kong	www.studyinhongkong.edu.hk
Singapore	www.moe.gov.sg/education/post-secondary
Malaysia	www.studymalaysia.com
Ireland	https://www.educationinireland.com/en/
Japan	www.studyinjapan.go.jp/en
South Africa	Usaf.ac.za/prospective-students
New Zealand	https://www.studywithnewzealand.govt.nz/en
South Korea	https://English.moe.go.kr/main.do?s=english



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