

Dr. Shaik Suleman

Head (Placemnet & Secondment)

Ph (D) - 0120-2515281; 0120-2515372 (Fax)

Date: 04th Jan, 2016

Dear Sir/Madam

Sub: Action plan for the Conduct of Educational Fairs through EdCIL (India) Limited, for the year 2016

We are happy to inform you that EdCIL (India) Limited, a Mini-Ratna PSU under the Ministry of Human Resource Development, Government of India has now decided to launch a mega campaign for placement opportunities to foreign students wishing to study at Indian Institutions during under the umbrella theme of “**Study in India**”.

Given India's inadequate market share, EdCIL is focusing on this area through aggressive marketing in the selected high potential 20 countries with market potential for appropriate segments of students. The scheme aims to organize focused, media backed fairs/Exhibitions with the full support of Indian Missions in the select markets through participation of about 30 interested Indian Universities / Institutions. A generic “**Study in India**” campaign under one umbrella would provide a huge platform to the participating institutes to showcase their institutions' strengths and bag sizeable business as per best practices being adopted by competing nations such as UK, Canada, New Zealand, Australia, UK etc.

It is brought out that EdCIL as the only CPSE under MHRD leverages a strong network, legal mandate and competence in delivering value to clients to enhance, their quality of international education. As a part of our marketing strategy, EdCIL proposes to extend services which include -

(i) Proposed events during the participation

- Inauguration by host country dignitary/ Senior Indian Mission Official/Celebrity, presence of a star IIT/IIM professor (to address queries). Chief of Mission or his representative would also be present. The initial gathering would also target Principals, agents, parents, students, press and stakeholders etc.
- Press conference briefing
- Agents 'briefing'.
- Head masters'/Principals', Teachers', counselors' briefing
- Students free counseling.

(ii) Deliverables of EdCIL

- Stall 10 X10 ft
- Institutions participation in all the above five common events
- Institution's name to appear in common newspaper advertisement
- Institution's details to appear in EdCIL website (hyperlink to Mission's website to be ensured).
- 5 minute film to be shown after inauguration by each institution.
- Skype/VC facilities with the institutes in India for a virtual visit/interaction.

“हिन्दी में पत्राचार का हम स्वागत करते हैं।”



(iii) Additional benefits to participating institutions

- a) Immense credibility in getting led by a Govt. of India CPSE.
- b) Patronage of High Commission
- c) Endorsement of host country Govt. to the campaign.
- d) Free Media Coverage (electronic) press etc. through the High commission.
- e) Compliance to UGC mandate of any overseas education product marketing being required to be endorsed by local mission.
- f) Related statutory approvals become easy to the institution.

(iv) Terms relating to the Institutions

- a) Free product pricing allowed to participating institution.
- b) To share only 5% of the revenue booked during first year for admissions with EdCIL.
- c) To share the statistics on follow up student acquisition for EdCIL's evaluation and modification of strategy.
- d) Booking amount is non refundable.

(v) Method of booking

- a) Subscription by NEFT to EdCIL's account with email advice.
- b) Broadly "first come first served" principle followed from the launch of the scheme subject to compliance to EdCIL's selection norms.
- c) EdCIL reserves the right to take all decisions regarding selection of participants stall location and other related issues.
- d) Institutions are free to book for participation in number of locations.

(vi) Overall goals of participation

- a) Rapid increase in Indian market share
- b) Win-win for all participants.
- c) Common India brand to be leveraged by all
- d) Participate, learn and improve.

(vii) Price Points

Base price of Rs. 2.5 Lacs per institution per visit (service tax extra) for the Non-SAARC countries. 2.00 Lacs for the SAARC Countries.

(It includes, Stall space, accommodation(2 nights), Air port transfers (both passengers and luggage's, media campaign, Lunch and one dinner)

Promotional Offer :

Number of Events Participation	Discount Offer	Discounted Price	Total Discounted Price
Minimum 5 Participation	5%	Rs. 2,37,500	Rs. 11,87,500 +service tax
Minimum 10 Participation	10%	Rs. 2,25,000	Rs. 22,50,000+service tax
Minimum 15 participation	15%	Rs. 2,12,500	Rs. 31,87,500+service tax
Minimum 20 Participation	20%	Rs. 2,00,000	Rs. 40,00,000+service tax

(service tax extra)

The above promotional offer motivates the maximum participations which would result in huge cost saving and also achieve maximum number of students to be targeted for the Diploma, Under graduate, Post-Graduate and Doctoral Programmes.

As we had to start campaign from January 2016, we need the confirmation about your institutions participation and payment before 10th January, 2016. The RTGS account details are as follows:

Beneficiary Name	EdCIL (India) Limited
Bank Name	Punjab national Bank
Branch Name	Sector 18, Noida 201301
IFSC Code	PUNBO370200
MICR Code	110024172
Bank Account No.	3702002100024041
Type of Account	Current Account

The tentative schedule of the events along with country details are given below for your perusal.

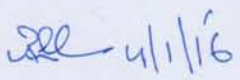
Tentative event dates and country details:

S.No	COUNTRY AND CITY	DATE	S.No	COUNTRY AND CITY	DATE
1.	Kenya - Nairobi	29 and 30 Jan 2016	10.	Thailand - Bangkok	30 th Apr - 8 th May, 2016
2.	Rwanda - Kigali	01 and 02 Feb 2016	11.	Bangladesh - Dhaka	--- do ---
3.	Tanzania - Dar-Es-Salaam, Dodoma	04 and 05 Feb 2016	12.	Bhutan - Thimphu	--- do ---
4.	Saudi Arabia - Riyadh, Dammam	14 th Feb - 22 nd Feb, 2016	13.	Nepal - Kathmandu	--- do ---
5.	UAE - Abu Dhabi, Dubai	--- do ---	14.	Nigeria - Abuja	4 th June - 18 th June, 2016
6.	Vietnam	23 rd Feb.	15.	Ghana - Accra	--- do ---
7.	Sudan - Khartoum	9 th Apr - 16 th Apr, 2016	16.	Ivory Coast - Yamoussoukaro	--- do ---
8.	Ethiopia - Addis Ababa	--- do ---	17.	Sri Lanka - Colombo, Kandy	6 th Aug - 12 th Aug, 2016
9.	Uganda - Kampala	--- do ---	18.	Maldives - Male	--- do ---
			19.	Malaysia - Kuala Lumpur	25 th Aug - 31 st Aug, 2016
			20.	Indonesia - Jakarta	

S.No.	COUNTRY AND CITY	DATE
01.	Korea - Seoul	20 th - 21 st March, 2016
02.	Vietnam - Ho Chi Minh	23 rd - 24 th March, 2016
03.	Columbia - Bogota	Last Week of March, 2016

For further clarifications/queries, kindly contact the undersigned.




 Dr. Shaik Suleman
 DGM, EdCIL
 Mob. No. : 9871000826
ssuleman@edcil.co.in