



THE CAREER DISPATCH

January 2025





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FOREWORD

TARUN GUPTA
Global Managing Partner



South Asia, home to around 25% of the global population with a median age of 27 years, stands as a hub of immense human potential. With over 42 million students pursuing higher education—34 million of them in India—the region's educational landscape blends youthful ambition with expanding academic opportunities driven by innovation, modernized curricula, and global collaboration.

This edition of *The Career Dispatch* explores the transformative impact of hybrid education in reshaping higher education. As the educational landscape continues to evolve, the hybrid learning model has emerged as a game-changer, seamlessly integrating the strengths of online and in-person learning.

This newsletter highlights the crucial role hybrid learning plays in addressing global educational challenges, particularly in regions like South Asia, while showcasing its benefits, including cost-efficiency, enhanced employability, and the flexibility it offers students in navigating diverse personal and professional pathways.

Through thoughtful analysis, we also delve into the driving forces behind this paradigm shift, including rising education costs, growing mobile and internet penetration, and the increasing demand for accessible, high-quality education.

Our *Country in Focus* section highlights the United States of America, a top destination for South Asian students, particularly from India, seeking world-class education. With a post-pandemic surge in F1 visa issuance and increased efforts by US institutions to attract international students, the country continues to lead in global education.

Moreover, we had the opportunity to interview a representative from Aalto University, who highlighted Finland's efforts to attract Indian students through initiatives like networking platforms, employability programs, and the new D visa. Finland offers flexible academics, research opportunities, and strong support for both students and professionals.

At T&A Consulting, we recognize the profound impact that education has on shaping the future, not only of individuals but also of entire regions. As South Asia's educational landscape evolves, we continue to support institutions and students in navigating these dynamic changes, fostering innovation, and ensuring that the region remains a central player in global education.

I hope you will enjoy this edition of *The Career Dispatch*.

SOUTH ASIA UNLOCKED

A primer for HEIs looking to enter the market



Hybrid learning is quickly becoming a transformative approach in global education. In this edition of **South Asia Unlocked**, we discuss hybrid learning and how it impacts the choices made by students seeking international education.

This education approach enables students to complete part of their coursework online and part of it in person. Thus, students make the best of both worlds, combining the flexibility of online learning with valuable in-person engagement with instructors and peers.

Educators and students are increasingly acknowledging the advantages of hybrid learning. Data shows that 45% of

educators believe that hybrid learning is better than traditional methods, and 30% believe it enhances creativity among students. Additionally, hybrid models can reduce education costs by as much as 15% while cutting teacher workload by almost 30%.

Several universities in the US and UK offer hybrid learning options across diverse fields. For example, Purdue University in the US provides a broad selection of hybrid programs in engineering and technology. Similarly in the UK, University of Oxford, the University of Cambridge, and Imperial College London all offer hybrid format learning.

HYBRID LEARNING

The New Buzzword In Education



The sudden shift to online education during the COVID-19 pandemic accelerated the adoption of hybrid learning models.

As institutions had to quickly pivot to remote learning, many discovered benefits in flexibility and accessibility, which led to the continuation and expansion of hybrid formats post-

pandemic. For Indian students, the hybrid model allows them to benefit from reduced living costs while still benefiting from a global experience.

For students facing financial or visa challenges, this model offers a practical solution, enabling access to international education without the need to travel.

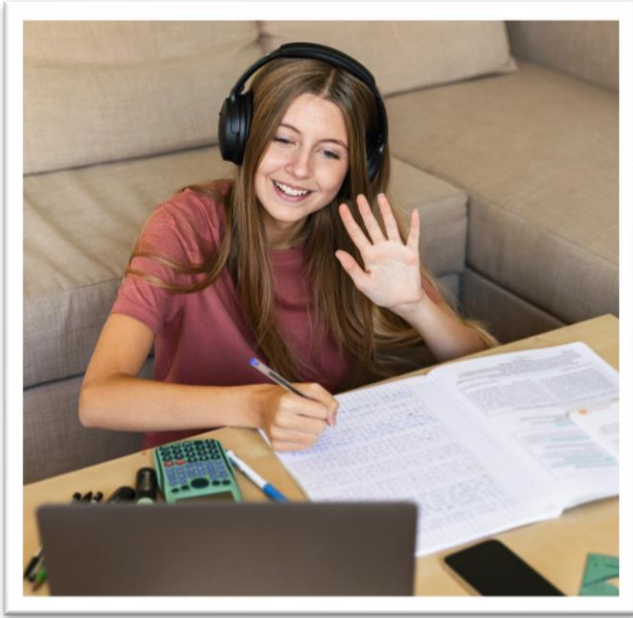
Did You Know?

In a survey by Leap, a study abroad platform in South Asia, 66% of students find the hybrid learning model just as appealing, if not more so, than traditional in-person learning.

20% of the students preferred either online or hybrid mode of education.

ADVANTAGES OF HYBRID LEARNING

Advantages



Hybrid learning offers a practical, scalable model that caters to the economic and logistical challenges specific to South Asia, increasing educational access and retention despite existing infrastructural limitations.

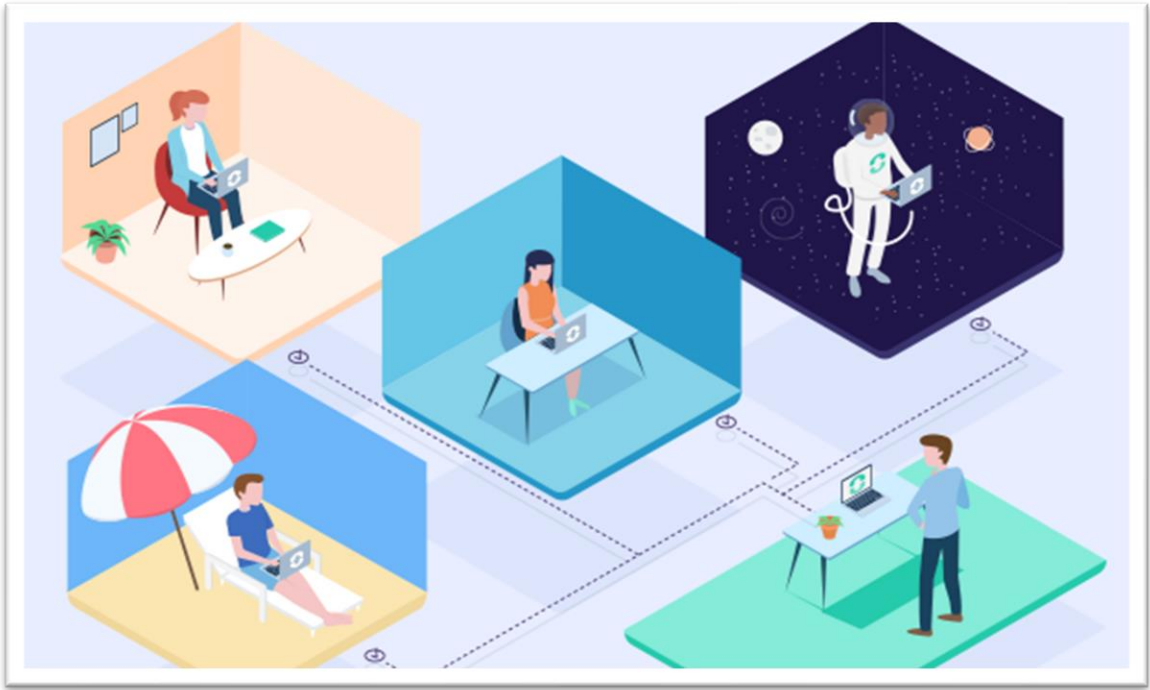
➤ **Flexibility:** Hybrid learning accommodates the needs of South Asian students, who often balance studies with family obligations. In India and Bangladesh, many students from rural areas benefit from online classes, which reduce the need for relocation and allow them to stay engaged with their home environments.

➤ **Cost-efficiency:** The United States ranks highest in study-abroad loans taken by Indian students, with an average loan amount of USD 48,000. Notably, 60% of these students choose unsecured loans, probably for the flexibility and absence of collateral requirements. By reducing costs, hybrid learning programs can ease the financial strain, addressing a key deterrent to studying abroad for many students.

➤ **Enhanced Employability:** Hybrid learning is highly effective because it allows colleges to benchmark students' skills for high-demand roles, aligning learning paths with job market needs. Leveraging online data, universities can create personalized, interactive learning through Generative AI, offering virtual coaching and industry-specific micro-credentials from companies like Google and IBM. This "skills-first" approach strengthens employability by equipping students with relevant competencies.

A survey showed 92% of Indian hiring managers view these micro-credentials as beneficial, bridging education and employment effectively.

FACTORS DRIVING HYBRID LEARNING



In addition to its advantages, hybrid learning presents several unique opportunities:

Increasing Education Costs: A survey by The WorldGrad revealed that 72% of the 4,000 candidates surveyed preferred hybrid programs due to their cost-effectiveness. This model allows students to maintain the quality of their education while reducing expenses related to travel, accommodation, and other fees. The growing preference for hybrid learning emphasizes the need for cost-effective alternatives to traditional study-abroad options.

Mobile and Internet Penetration: India's growing digital ecosystem supports the rise of hybrid learning, with

over 700 million smartphone users (Source: [World Economic Forum](#)), a number expected to reach 1.14 billion by 2025. Coupled with 751.5 million internet users, this widespread device and internet access enables more students, including those in remote areas, to engage in flexible online learning

Shortage of Institutions: With India's higher education enrollment projected to reach 92 million by 2035, there will be a need for 800–900 new universities and 40,000–45,000 colleges. Hybrid learning can help address this shortage by providing students, especially in remote areas, access to quality education without needing extensive physical infrastructure.

COUNTRY IN FOCUS

United States of America



The United States continues to be one of the top destinations for South Asian students, particularly from India, pursuing education abroad. According to the Oxford International Student Global Mobility Index, 69% of Indian students planning to study abroad select the US as their preferred destination.

While the migration policies are still uncertain in other major host countries such as the UK, Canada, and Australia, the US is likely to see growth in the number of inbound students.

Government agencies, including US embassies and consulates, have increased activity to promote the US as a study destination. Moreover, US colleges have also ramped up efforts to recruit more international students.

2023 has already seen more issuance of F1 visas than in any year since 2016, surpassing pre-pandemic levels. The recovery underscores the greater policy support from the US government.

Currently, the US education market is more influenced by politics than by policy. During President Trump's first term (2017-2021), the number of study visas issued by the US steadily declined as immigration policies became more restrictive.

Although a similar outcome could be expected with Trump's re-election, it is to be noted that during his election campaigns, Trump spoke in support of international students, promising automatic green cards for foreign students from India, especially those graduating from STEM courses.

EXPERT CHAT

In the January 2025 edition of The Career Dispatch, our Expert Chat features an engaging conversation with Ms. Kit Srinivasan, Ms. Anugya Singh, and Ms. Eeva Liinamo-Liukku from Aalto University.

They share insights into Finland's evolving appeal for Indian students, the university's innovative recruitment strategies, and initiatives to enhance employability. The discussion also explores Finland's unique academic opportunities, supportive immigration policies, and the growing focus on executive education and professional development.

Edited excerpts:



Ms. Kit (Krithika) Srinivasan
Senior Manager, Global Engagement



Ms. Anugya Singh
Director, Partnerships



Ms. Eeva Liinamo-Liukku
Senior Specialist in International
Student Recruitment

1. What key challenges have you faced in recruiting Indian students to Finland, and how has your university adapted its recruitment strategies accordingly?

Applicant numbers from India to our university are up but only moderately. There is room to grow. However, the bigger challenges are a relatively low conversion rate from applicants to admitted students, as well as admitted to enrolled students. We have increased our retention activities, such as online

welcome events, webinars, and networking platforms, for admitted students but work is only beginning on other fronts.

2. What support does your university offer to international students with the application process and visa requirements?

Aalto University Admissions Services provide email and telephone customer service to answer student queries

regarding application-related matters. Unfortunately, we do not provide support on visa requirements other than offering information on our website and links to national information sources by the Finnish Immigration Service. Before the admission period each year, we organize online open days and staff-run admissions webinars where students have the opportunity to ask us questions in addition to listening to presentations.

We also partner with two education agents in India who are also able to assist students locally. Finally, we have implemented a platform called UniBuddy on our website where prospective students are able to get in touch with our student ambassadors to ask questions and get peer advice.

3. How have Indian students' experiences at your university evolved in the past two years, and what new initiatives have been introduced?

We look at the student experience holistically for all our international students who arrive from 120 countries and not able to generate specific data exclusively for Indian students. The International Student Barometer ISB 2023 showed that 92% of Aalto's international students were satisfied with their experience and 86% of final year students said they are prepared for their career goals.

Recognizing the importance of employability, Aalto University has launched several initiatives in the past few years to continuously improve the

experience of international students. Some examples include, Aalto International Talent Program (2020 onwards), a group mentoring program involving companies and Aalto Career Design Lab (2021 onwards), a collaboration space with multiple services such as alumni mentoring, career design courses and trainings, career coaching and job fairs.

The most recent initiative launched in September 2024 being the Hey employer! Campaign aiming to connect each Aalto student with an employer. Currently 50% of Aalto's international graduates are employed in Finland one year after graduation and 64.3% live in Finland.

4. What unique opportunities does Finland offer to Indian students academically and professionally that sets it apart from other study destinations?

Studying in Finland offers many advantages, to quote a few:

- Truly international and multi-disciplinary learning environment
- Possibility to integrate research into studies and support for entrepreneurship
- Flexibility in studies and the freedom to choose 40-60% courses based on individual preferences
- Work-study-life balance
- Relatively easier and straightforward path to obtain PR/Citizenship after graduation

- Unique student life integrated with Finnish culture and student traditions
- Low costs for students living, health services and discounts
- Lack of hierarchy and respect for individuality and diversity

5. How has Finland adjusted its approach to attract and support Indian students amid recent global events and geopolitical shifts? Have there been any notable changes in policies or services offered?

Finland and Finnish universities continue to be open to Indian students as they have been for many, many years already. Finland's approach towards Indian students has not changed, and it continues to be welcoming.

Policy initiatives like Talent Boost, Work in Finland, Team Finland, and Education Finland position Finland as a prime destination for studying and working. The introduction of the D visa allows students to travel faster without waiting for Resident Permits, which have been upgraded to type A to expedite eligibility for Permanent Residency (PR) within four years of arrival.

The Study in Finland (SiF) organization has been organizing Road Shows and informative webinars to attract Indian students. SiF has recently launched the Student Ambassador program, supporting international students' queries through chatting. The Embassy and Consulate General of Finland in New Delhi and Mumbai, respectively,

Have organized welcome events for new students to Finland and as well for Alumni from Finland.

6. What is the market outlook for Executive Education in Finland, and what domestic and international collaborations are being pursued in this sector?

Executive Education and Professional Development in Finland is transforming, driven by digitalization, reskilling needs, and demographic shifts like an aging population. These trends are redefining how businesses and professionals approach learning and skill development.

The Ministry of Education and Culture's National Continuous Learning Strategy for Higher Education (December 2022) emphasized the critical role of continuous learning in higher education institutions, highlighting its importance for fostering a science and research-based understanding of the world.

Aalto University champions "life-wide learning," promoting a flexible, broad-based approach to education that moves beyond the traditional linear learning curve. This approach considers the evolving needs of the world, individual life circumstances, and diverse learning methods, ensuring education adapts to various contexts.

Collaborations, both domestic and international, are key to our broader strategy. For example, our recent partnership with BITS Design in Mumbai highlights how such alliances drive growth and development for the future.

NEWS AND UPDATES

India becomes the top source of international students in the US after 15 years



India has reclaimed its position as the top source of international students in the United States for the 2023-24 academic year, surpassing China after a 15-year gap.

The latest Open Doors Report on International Educational Exchange 2024 highlights a significant 23% rise in Indian students, with over 330,000 pursuing higher education in the US.

The report highlights a notable 19% increase in Indian students enrolling in graduate programs. Furthermore, participation in Optional Practical Training (OPT) rose by an impressive 41%. The data also shows that 64.5% of Indian students attended public institutions, while the remainder were enrolled in private universities.

Trump's win impact on H-1B, EB-5 visas, & green card aspirations

In his initial term, Trump's tightened immigration policies placed Indian students in the US, or those aspiring to study there, in a challenging position. On the contrary he seemed more positive and supported international students in his recent election campaign offering automatic green cards to foreign students graduating from US colleges, especially those enrolled in STEM.

Southampton University draws up plan for India campus : 5,000 students and 30 courses in 8 years

The University of Southampton will establish its first offshore campus in India, located in the Delhi-NCR region, starting in August 2025.

It plans to launch with six courses focused on AI, data science, and business, expanding to over 30 programs within eight years and targeting 5,500 students. Tuition fees will be approximately 60% of those at the UK campus, with admission standards remaining consistent.

Uzbekistan's universities see growing international enrollment, led by South Asian students

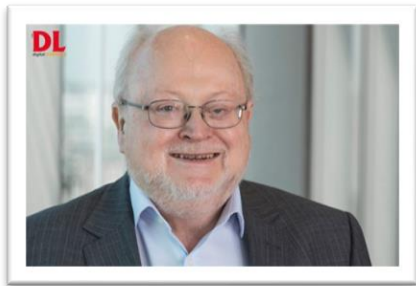
The 2023-2024 academic year has seen a notable influx of international students in Uzbekistan, with Indian nationals forming the largest group in Uzbek higher education institutions. According to the Statistics Agency, a total of 5,733 students from India are currently studying in Uzbekistan, highlighting the robust educational ties between the two countries

Deakin University Celebrates 30 Years of Impact in India with Major Announcements for Future Growth and Engagement



Deakin University, Australia, marks 30 years of impactful engagement in India, celebrating its pioneering role in higher education, research, and skills development. The university has invested over AUD 50 million, fostered 50+ strategic partnerships, and supported 25,000+ alumni while advancing initiatives aligned with India's National Education Policy 2020.

Recent announcements include AUD 1 million for strategic Impact Projects in education, sports, and disaster management, and the expansion of Deakin's GIFT City campus. These efforts underscore Deakin's commitment to empowering Indian students and driving global innovation through collaborative research and capacity building.



UK prioritizes India in revised international education strategy

The recently elected Labour Party government is revising the UK's international education strategy. Sir Steve Smith, the UK Government's International Education Champion, has reaffirmed that India will continue to be a top priority for the UK.

Sir Steve Smith spoke at the launch of the third India-UK Achievers Honours held at the House of Lords in London. He assured attendees that the UK's Graduate Route visa for post-study work would remain unchanged.



India surpasses China in QS Asia Rankings

India outperformed China in the QS Asia University Rankings 2025, with 162 Indian universities making the list, marking the highest growth in university representation. China had 135 ranked universities, while Japan secured third place with 115.

Seven Indian universities, including IIT Delhi, IIT Bombay, IIT Madras, IIT Kharagpur, IISc Bangalore, and IIT Kanpur and University of Delhi made the top 100.



US Launches Women in STEMM India Fellowship and New Initiatives

During International Education Week, US Ambassador to India Eric Garcetti announced the launch of the 'Women in STEM Development and Medicine Fellowship' (STEMM). He also presented the Open Doors Report 2024. This initiative seeks to strengthen US-India collaboration in education while focusing on empowering women in science, technology, engineering, mathematics, and medicine (STEMM).

T&A EVENTS AND INITIATIVES

Reception for the Indian Start-up SLUSH Delegation



T&A Consulting attended the reception for the Indian Start-up Slush Delegation jointly organized by Business Finland and the Embassy of Finland. This event gathered key stakeholders from the Indian and Finnish startup ecosystems. This includes representatives from Startup India, Kerala Startup Mission, Finnish companies, incubators, accelerators, and government agencies.

The event was attended by his Excellency Mr. Kimmo Lähdevirta, Ambassador of Finland to India, and His Excellency Mr. Hemant Kotalwar, Ambassador of India to Finland. They opened the event with their insightful remarks on the flourishing collaboration between the two nations

A key highlight of the evening was the official launch of the factsheet on ‘Talent Mobility from India to Finland’ prepared by T&A Consulting.

The document was unveiled by his excellence Mr. Kimmo Lähdevirta, the Business Finland team, and our founder, Mr. Tarun Gupta.

The factsheet explores trends in talent migration from India, key destinations for Indian professionals, and sectors of importance in Finland. Now available on the [Work in Finland](#) website.

Our founder also addressed the collaborative opportunities between India and Finland in innovation and talent mobility, stressing how cross-border collaborations open new markets and drive knowledge exchange, accelerating the development of breakthrough solutions.

19th FICCI Higher Education Summit



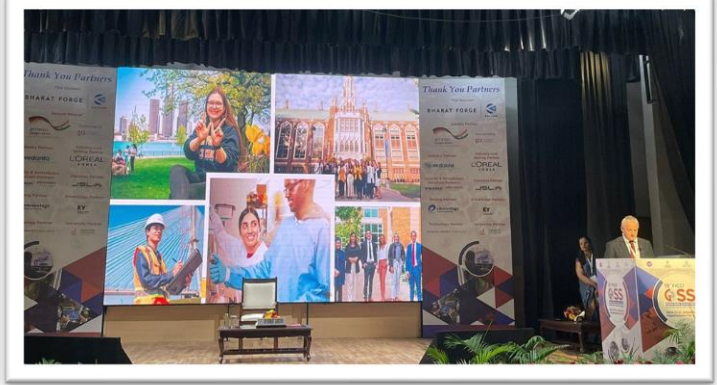
T&A Consulting attended the 19th FICCI Higher Education Summit where thought leaders from education, policy, and industry gathered to explore the evolving theme of "Changing Paradigms of Higher Education in the Global Landscape". The summit brought together 1,100 delegates from various sectors and over 1,200 enthusiastic students.

The event offered invaluable insights into internationalizing education, fostering effective governance, strengthening f

aculty development, and leveraging the growing synergy between technology and education.

During the summit, T&A Consulting had the opportunity to connect with key stakeholders, including policymakers, academic leaders, industry experts, government bodies, and edtech innovators. The discussions centered on emerging trends, digital innovations, and potential collaborations aimed at reshaping the future of education.

15th edition of the Global Skills Summit (GSS), hosted by FICCI



As the knowledge partner for the Finland Talent Boost Programme, T&A consulting participated in the 15th edition of the Global Skills Summit (GSS) hosted by FICCI. The event convened policymakers, industry leaders, academia, and international experts to examine challenges and opportunities in education and workforce training.

During the event, the panelists underscored the importance of industry-academia collaboration in aligning skills with job market demands. The discussion highlighted the importance of scalable training models, emphasizing upskilling and reskilling to address skills gaps and equip our workforce for the future.

Additionally, the Talent Boost team gained several valuable insights:

The event addressed India's skills gap, emphasizing the need for innovation centers, inclusive skill development, and leveraging digital platforms for training. Discussions highlighted the importance of initiatives like AICTE's internship portal, industry-academia partnerships, and programs such as SWAYAM Plus and Project Drona to equip the workforce with 21st-century skills and align education with future job market demands. These efforts aim to bridge skill gaps and prepare a workforce capable of meeting global challenges.

Celebrating 75 years of diplomatic relations between Finland and India



Team T&A was pleased to attend the reception celebrating 75 Years of Diplomatic Relations between Finland and India, graciously hosted by H.E. Mr. Kimmo Lähdevirta, the Ambassador of Finland, at his residence yesterday. The event was a vibrant celebration of cultural and diplomatic ties, enriched by wonderful dance performances by World University of Design students showcasing the creative spirit of both nations.

During the event, we had the pleasure of engaging in meaningful discussions with members of the Business Finland team, including Ms. Shreshta Sharma, Ms. Gitta Perez, Mr. Siddharth Naithani, and Mr.

Puneet Thakur as well as Ms. Kit (Krithika) Srinivasan and Ms. Anugya Singh from Aalto University. India and Finland have enjoyed a longstanding partnership, built on shared values of democracy, innovation, and sustainability.

Over the past 75 years, this relationship has grown across various sectors, from education and research to trade and technology. We were excited to witness and contribute to the deepening relationship between India and Finland and are committed to building bridges that foster innovation and economic growth.

Queen's University Belfast: South Asia team empowers 1,500+ students with counseling; Delivers Pre-Departure Briefings; Explores New Partnerships with Indian Universities



From September to November 2024, the South Asia team at Queen's University Belfast actively engaged with prospective undergraduate and postgraduate students across the region. The team conducted over 150 in-person activities and 30 virtual sessions, reaching more than 1,500 students.

These initiatives included career counseling sessions, visits to Indian higher education institutions to explore collaborations, guest lectures at universities, and project-based learning workshops. The efforts provided students with a comprehensive understanding of the academic and career opportunities at Queen's University Belfast.

In September, the team visited multiple private and state universities in India, focusing on fostering partnerships and sharing knowledge. Prof. Dimitrios Lamprou from Queen's School of Pharmacy, delivered insightful lectures and engaged with students eager to learn about the university's programs.

Through these sessions, Queen's University Belfast also showcased the extensive support services available to international students, emphasizing the enriching university experience offered. These activities have significantly raised awareness of Queen's University Belfast's offerings, inspiring many students to consider it as their academic destination.

University of Derby: Counseling of more than 500 students



Between September and October 2024, the T&A team representing the University of Derby, dedicated their efforts to supporting prospective students in their academic journey. A key focus was ensuring the timely issuance of Confirmation of Acceptance for Studies (CAS) for applicants starting in September 2024.

During this period, they successfully wrapped up the September 2024 intake while laying the groundwork for the January 2025 term. The team participated in six school fairs and eight agent fairs

(both virtual and in-person) and conducted three agent office visits, providing training and support. These events were instrumental in offering guidance and counseling to students.

They were privileged to assist over 400 students across cities such as Dehradun, Kochi, Delhi, Thrissur, and Colombo, helping them take important steps toward their educational goals. As they look ahead, the team remains focused on planning and preparing for the upcoming intake.

ABOUT T&A CONSULTING

India and South Asia Education Representation Services



T&A Consulting (hereinafter referred to as T&A) is a global consulting practice to Government economic development agencies, businesses and academic institutions across North America, Latin America, Europe, Africa, the Middle East, and Asia. We offer an in-house portfolio of end-to-end services across the trade and investment spectrum.

Our team of over 60 full-time professionals, primarily based in our Global HQ in Gurugram near New Delhi, which is also the lead team for Asia, the Middle East, and Africa, is complemented by offices in Canada, covering the Americas, and representatives in the UK and Dubai.

For entry into South Asia only, T&A Consulting has advised multiple foreign governments and their Higher Education Institutions (HEIs) on the opportunities for growth arising from student mobility and, more latterly, partnerships, especially in

India, following the introduction of the New Education Policy.

We represent a number of universities, overseeing and managing their relationships with agents and schools, attending multiple recruitment events and offering ongoing guidance to their international teams and academics on government policy, course design and emerging higher education trends.

We believe in the adage that the pursuit of higher education is a journey and not a destination. While we help the students begin their journey with all the needed preparations, we also ensure that the destination at our client's end is well served with all the necessary back-end support.

As we continue to expand our international network and expertise, T&A's position as a respected strategic advisory and consulting firm has enabled us to continue our original guiding principle for success – **WE GO BEYOND** – our clients' expectations.

HOW CAN WE HELP?



- Act as an on-ground local representative, promoting international universities to enhance their brand visibility and reach in India through strategic engagement initiatives.
- Develop innovative and targeted marketing strategies along with promotional campaigns to increase awareness and visibility of the represented universities among prospective students, parents, and educational institutions.
- Conduct in-depth market research and analysis to identify and prioritize target regions, institutions, and opportunities across India.
- Prepare and present detailed industry insights through country reports, market analysis, and industry deep-dives to provide actionable intelligence to partner universities.
- Guide students through the entire application process, offering personalized counselling to help them make informed academic and career decisions aligned with their aspirations.
- Offer comprehensive pre-departure support, including orientation sessions for offer holders, ensuring a smooth transition to the represented universities.
- Collaborate closely with universities to optimize and streamline the admissions process, ensuring a seamless experience for Indian students.
- Build, nurture, and sustain robust relationships with Indian educational institutions, government bodies, and other stakeholders to create long-term collaboration opportunities.
- Keep partner universities updated on evolving market trends, competitor strategies, and changes in Indian education policies, offering valuable insights to refine their approaches.

Get in touch with our University Engagement Manager

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