



THE CAREER DISPATCH

June 2025





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TARUN GUPTA
Global Managing Partner



India is entering a pivotal phase in its higher education journey—marked by a dual transformation: the rising adoption of micro-credentials and the establishment of international campuses. Together, these developments are redefining access, employability, and global engagement in South Asia.

This edition of **“The Career Dispatch”** explores how India’s evolving regulatory and digital landscape is enabling learners to stack job-relevant skills through globally recognized micro-credentials. At the same time, it spotlights the country’s growing prominence as a regional education hub, with foreign universities expanding their presence through new degree-granting campuses and collaborative models.

Our South Asia Unlocked section explores this evolving dual narrative, while the Country in Focus section elaborates on India’s changing role as both a destination and partner in international education.

T&A Consulting participated in NAFSA 2025 in San Diego to engage with global education leaders. T&A connected with ~30 stakeholders from ~7 countries, contributing to critical discussions on employability, cross-border student mobility, and collaborative models for internationalization.

Queen’s University Belfast and Queen’s

Graduate Jobs India (QGJI) leveraged the ET Edu Summit and Bharat Shiksha Expo 2025 to deepen employer partnerships and expand student recruitment for the GIFT City Campus, reinforcing QUB’s onshore presence and employability agenda in India.

Moreover, T&A had the opportunity to showcase Finland at the GIDS Developer Summit in Bangalore, strengthening pathways for tech talent mobility. Across these platforms, our teams have reinforced the importance of institutional visibility, career-linked learning models, and employer partnerships.

At T&A Consulting, we remain committed to helping institutions unlock the full potential of South Asia through informed strategy, on-ground execution, and a shared focus on student success.

We hope you enjoy this edition of **The Career Dispatch**.

SOUTH ASIA UNLOCKED

A primer for HEIs looking to enter the market



India is undergoing a structural transformation in higher education, driven by the convergence of two parallel trends: the rapid rise of micro-credentials and the entry of foreign universities establishing a local presence. These developments reflect a broader shift in the region's approach to education—one that emphasizes flexibility, employability, and global alignment.

In this edition of South Asia Unlocked, we examine how India is integrating globally recognized micro-credentials into mainstream academic pathways and how foreign universities are responding by expanding their footprint through physical campuses and hybrid programme models.

India is opening its doors to foreign universities with landmark regulatory

reforms under the University Grants Commission (UGC). Several international institutions—Illinois Tech, University of Southampton, and Deakin University—are setting up campuses in hubs such as Navi Mumbai's EduCity, Rajiv Gandhi Education City, and GIFT City, respectively.

Together, these shifts mark a reconfiguration of how international education is delivered and accessed in the region. As South Asia's largest and most dynamic education market, India is leading the way in embedding lifelong learning and internationalization into its higher education framework, offering a new playbook for the future of learning in the Global South.

MICRO-CREDENTIALS

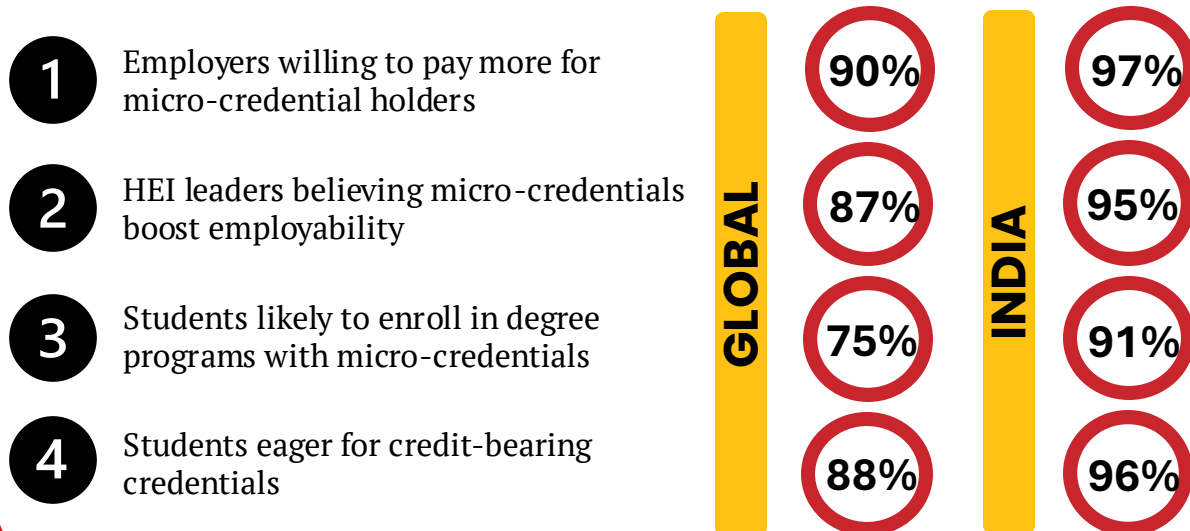
A New Layer in Learning, A New Language for Skills

Micro-credentials are gaining momentum in India as the education system undergoes a structural shift to align more closely with the demands of a skills-first economy. These short-duration, outcome-driven certifications validate a learner's competency in specific areas such as data analytics, project management, or artificial intelligence. Unlike traditional degrees, micro-credentials are modular and stackable, allowing learners to demonstrate job-relevant skills in a more flexible and time-efficient manner.

This growth is underpinned by policy changes introduced under the National Education Policy (NEP) 2020, which advocates for integrating vocational and professional education into mainstream academic pathways.

The University Grants Commission (UGC) has proposed guidelines that allow higher education institutions to allocate up to ~50% of a degree's credits to be earned through online and skill-based courses, including micro-credentials.

Micro-credentials: Global v/s India



Source: Coursera Micro-credential Impact Report

Did You Know?

In India, **98%** of employers—the highest rate among the 10 countries surveyed globally by Coursera—believe micro-credentials strengthen a job candidate's application.

Nearly 1 in 3 Indian students has already earned a micro-credential, and over **90%** say they are more likely to choose a university program that includes them.

Micro-Credentials: Flexible Pathways to Skills & Employability

The key characteristics that distinguish a micro-credential from other forms of short-form learning:

- ❖ **Format and Credential:** A micro-credential culminates in a verifiable record, most commonly a digital certificate or badge. To ensure authenticity and prevent duplication, these are often issued through secure third-party platforms.
- ❖ **Duration and Workload:** The time commitment for a micro-credential is significantly less than that for a traditional degree, ranging from a few hours for a specific skill module to several months for a comprehensive professional certificate.
- ❖ **Stackability:** It remains a core design principle of micro-credentials through which learners can acquire and combine multiple micro-credentials over time to build a more extensive and personalized qualification portfolio.
- ❖ **Providers:** The provider landscape for micro-credentials is diverse, being offered not only by traditional higher education institutions but also by a wide array of commercial entities, private providers, professional organizations, and community groups.

Foreign universities have emerged as key players in shaping India's micro-credential landscape, offering globally recognized, skill-based certifications through platforms

such as Coursera, edX, and FutureLearn.

These platforms have enabled Indian learners to access content developed by institutions such as the University of London, Arizona State University, University of Illinois Urbana-Champaign, and Deakin University, often in partnership with industry leaders including Google, IBM, and Meta.

These credentials are especially valued in subject areas or areas of expertise—witnessing growth in the requirement of job-ready talent—such as:

- ❖ Digital Marketing
- ❖ Cloud Computing
- ❖ Cybersecurity
- ❖ Data Science

Key Providers of Micro-credentials



The National Credit Framework has accelerated this shift by providing a mechanism to integrate micro-credentials into formal degree pathways. Under this framework, credits earned through certified micro-credential courses can be accumulated, transferred, and applied toward undergraduate and postgraduate qualifications.

This formal recognition is encouraging Indian universities to collaborate with foreign institutions to design hybrid models that combine classroom learning with industry-aligned online certifications.

Market demand is reinforcing this momentum. A recent survey by Coursera (an online education platform), found that ~97% of Indian employers are open to offering higher salaries to candidates holding micro-credentials from reputed global providers. At the same time, ~90% of Indian students say they are more likely to choose a degree programme that includes industry-recognized micro-credentials. This reflects a growing shift in learner priorities from credentialism to competence, and from degree-centric outcomes to demonstrable, job-ready skills.











In response to the shift in employer and candidate preferences, several Indian universities have embedded micro-credentials into their curricula. Institutions such as OP Jindal Global University, Manipal Academy of Higher Education, and

Shiv Nadar University have introduced credit-bearing certificates from international partners, offering students dual benefits: a university degree and globally valued micro-certifications. This co-delivery model enables learners to meet both academic requirements and industry expectations.

Additionally, the micro-credential ecosystem is expanding beyond metropolitan centers. With increased internet access and mobile-first learning design, students in Tier 2 and Tier 3 cities are now participating in credentialed online learning, narrowing access gaps and creating new pathways for upward mobility.

Looking ahead, micro-credentials are poised to play a strategic role in shaping India’s talent pipeline. As companies move toward skills-first hiring, and as universities embrace modular, lifelong learning pathways, the role of micro-credentials will evolve from being supplementary to becoming an integral part of mainstream higher education.

Key Micro-credential Programs

Program Name	Provider	Platform	Level	Duration
Data Analytics Professional Certificate			Beginner	~ 6 months
Introduction to Business Management			Introductory	4 weeks
Digital Marketing & E-commerce Certificate			Beginner	Less than 6 months
Project Management Professional Certificate			Beginner	Less than 6 months
MicroMasters Program in Statistics and Data Science			Graduate	1 year, 1 month - 1 year, 5 months

COUNTRY IN FOCUS

India



India is gradually emerging as a destination for international students, particularly from neighbouring South Asian countries. According to AISHE (All India Survey on Higher Education) data from 2021–22, there were 46,878 foreign students enrolled in Indian higher education institutions, representing 170 countries.

A significant portion of these students hailed from South Asia, with Nepal accounting for ~28% of the total foreign student population, followed by Afghanistan (~7%), Bangladesh (~6%), and Bhutan (~3%). Together, these countries highlight a clear trend: India serves as a critical regional hub for higher education.

India offers relatively affordable education, a broad spectrum of academic programs, and physical proximity to several countries in South Asia.

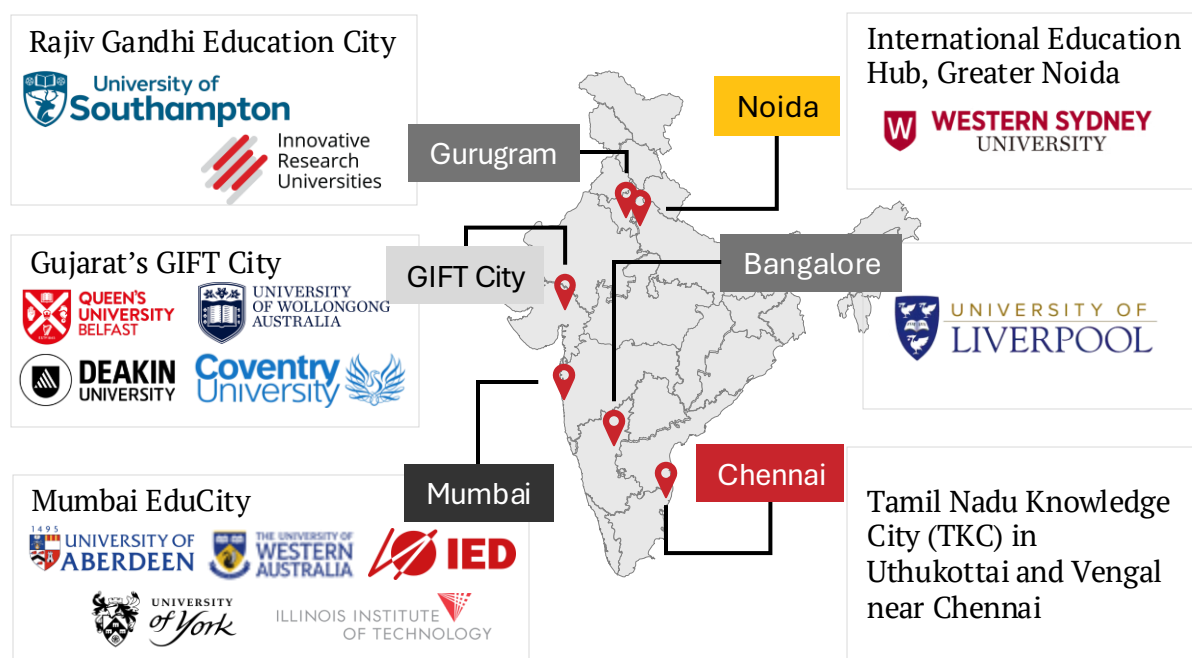
For many students, it provides a viable alternative to more distant destinations

such as the United States, Australia, or the United Kingdom. India's widespread use of English in higher education and the presence of recognized institutions across major cities make it a practical choice for students in the region.

This growing regional interest in India as a study destination reflects a shifting dynamic in South-South student mobility. The increasing demand from neighbouring countries not only underscores India's rising influence in the regional education landscape but also highlights an opportunity for foreign universities to establish a presence in India through international branch campuses (IBCs). While India has traditionally been a source of outbound international students, this emerging role as a destination country presents a new channel for internationalization.

Establishing IBCs in India would allow foreign universities to reach students

India: Destination for International Campuses



Source: Press Releases

from across South Asia who may not have the means or opportunity to study abroad but are seeking globally recognized education.

The University Grants Commission (UGC) in India has introduced a policy framework that enables top-ranked foreign universities to set up independent campuses. These institutions are allowed to determine their own admissions processes, fee structures, and academic offerings, while operating with autonomy within the Indian system.

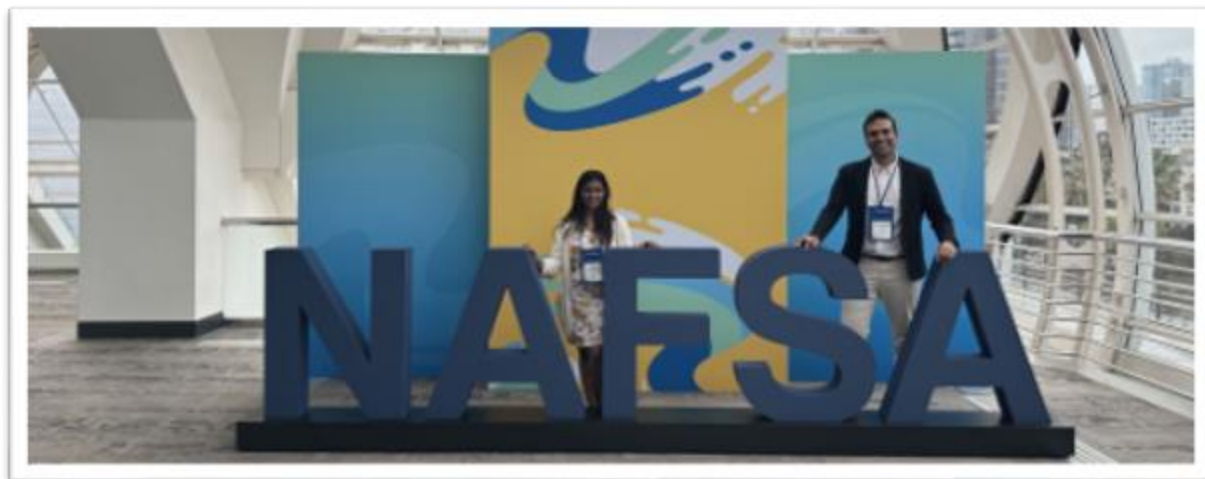
In parallel, state governments have begun developing dedicated education hubs—such as GIFT City in Gujarat, EduCity in Navi Mumbai, the International Education Hub in Greater Noida, and the Tamil Nadu Knowledge City near Chennai—to host international universities and facilitate their entry.

The presence of foreign campuses within

India could help address demand not only from Indian students but also from the broader South Asian region. It would support regional student mobility, enable credit transfers and academic collaboration, and reduce dependence on outbound mobility for quality education. For foreign universities, these campuses offer a direct way to engage with the region and build longer-term academic and industry linkages.

India's role in the global education landscape is changing. The country's growing importance as a regional education hub is already reflected in current enrolment trends. The establishment of international campuses would build on this base and serve the wider objective of improving access, diversifying educational offerings, and strengthening international partnerships in the region.

EVENT IN FOCUS



NAFSA: Association of International Educators is the world's largest nonprofit association dedicated to international education and exchange. Held annually in the United States, the NAFSA Annual Conference & Expo convenes 11,000+ members and serves 170+ countries, including academic leaders, international student advisors, university administrators, government officials, and global education service providers.

The event explores the latest developments, policies, and strategies in international education through hundreds of sessions, and networking events. It serves as a global platform for collaboration, policy dialogue, and capacity-building in support of student mobility, intercultural learning, and international partnerships in higher education.

T&A Consulting participated in NAFSA 2025 in San Diego, engaging with ~30 international education leaders from ~7 countries. The conference focused on key themes such as evolving student mobility, equitable global partnerships, and the role of technology in enabling inclusive, cross-border learning.

T&A leveraged the platform to connect with institutions exploring opportunities in South Asia and Middle East, exchange insights on building sustainable mobility frameworks, and strengthen its network within the international higher education community. Discussions highlighted how universities can adapt to shifting global trends while

EVENT IN FOCUS

NAFSA: Association of International Educators



ensuring access and inclusivity to their international strategies.

T&A Consulting's participation reaffirmed the importance of global partnerships as a cornerstone of future-ready higher education. The summit also served as a space to learn from institutions that are actively rethinking internationalization in

the context of policy shifts, demographic changes, and technological transformation.

As institutions around the world continue to adapt to an evolving global education landscape, NAFSA 2025 highlighted the shared commitment across countries and organisations to create opportunities that transcend borders.

Key Takeaways and Learnings

- ❑ Universities must rethink employability as a cross-border, long-term commitment
- ❑ Graduates returning home need targeted, localized career support to thrive
- ❑ Technology and employer partnerships are key to bridging the education-to-employment gap
- ❑ Shifting immigration policies and global economic trends require institutions to proactively adapt
- ❑ Collaborative models between HEIs and in-country experts can significantly enhance graduate outcomes

NEWS AND UPDATES

EMGS and ANA Partner to Enhance Malaysia–Japan Student Mobility



Education Malaysia Global Services (EMGS) and Japan's All Nippon Airways (ANA) have signed a Memorandum of Understanding to improve student mobility between Malaysia and Japan. The partnership aims to simplify international student travel and support Malaysia's positioning as a global education hub. EMGS reported a 24% increase in Japanese student applications, marking the highest to date.

ANA will support the initiative by offering student-friendly travel services, including halal meals, flexible bookings, and strong connectivity across Japan. The collaboration is also expected to foster long-term education and tourism ties between the two countries.

India Set to Welcome 15 Foreign Universities in Academic Year 2025

India's education minister, Dharmendra Pradhan announced the set-up of 15 foreign universities in the 2025 academic year, with a focus on STEM disciplines. The University of Liverpool has received formal approval to open its Bengaluru campus, becoming the second institution to do so under the UGC's 2023 regulations. The programs will include business, computer science, biomedical sciences, and a unique game design course. This move reflects India's broader strategy to internationalize higher education.

Maharashtra Unveils India's First International Education City in Navi Mumbai

The Government of Maharashtra has unveiled India's first International Education City in Navi Mumbai, marking a major step in bringing

global higher education to India. At the LOI Granting Ceremony held on 14 June 2025, five internationally recognized universities—University of Western Australia, University of York, University of Aberdeen, Illinois Institute of Technology, and Istituto Europeo di Design—received LoIs to establish campuses in Mumbai and Navi Mumbai. The initiative, led by CIDCO, will be developed near the upcoming Navi Mumbai International Airport.

US PhD Slowdown: Students Targeting Other Geographies

Interest in US PhD programs is declining sharply, with international student searches dropping by up to ~50%, driven by visa uncertainty, unstable policies, and reduced post-study opportunities. This trend is impacting Silicon Valley's research and innovation pipeline, as institutions like Stanford and UC Berkeley face talent shortages, while countries like Canada and France are stepping in to attract displaced talent.

WACE Becomes First Foreign Government-Backed School Board to Operate in India



Australia's Western Australian Certificate of Education (WACE) has become the first foreign government-backed school board to receive official recognition in India in 25 years. Operated internationally through the WAIS (Western Australian International School) system, WACE's curriculum has been granted Class 10th and 12th equivalence by the Association of Indian Universities.

Aligned with India's NEP 2020, the curriculum emphasizes skill development, holistic learning, and flexible assessment methods. WAIS will initially operate in partner schools in Bengaluru and Bidar, offering global university pathways through the ATAR (Australian Tertiary Admission Rank) scoring system and Premier's Bursaries for students choosing to study in Western Australia.



France Sets Target to Host 30,000 Indian Students by 2030

France has announced a plan to welcome ~30,000 Indian students by 2030, nearly tripling current numbers.

To support this, it has introduced "Classes Internationales" i.e., foundation programs that integrate French language training with academic preparation, easing the transition for Indian students. These one-year pathways are exclusive to Indian applicants and offer direct access to 200+ degree programs across French institutions.



Illinois Tech: First US University to Launch Degree-Granting Campus in India

Illinois Institute of Technology has received approval from the University Grants Commission (UGC) to establish a full-fledged degree-awarding campus in Mumbai by 2026, becoming the first US university to do so under India's domestic higher education regulations. Unlike institutions operating in GIFT City under IFSCA, Illinois Tech will offer undergraduate and postgraduate programs in computer science, engineering, and business with full UGC recognition.



India Rises in QS World Rankings with Record Number of Universities

Indian higher education institutions have achieved their best-ever results in the QS World University Rankings 2026, with 54 universities featured—up from just 11 in 2014.

According to the Union Education Ministry, ~48% of the ranked institutions have improved their global positions. IIT Delhi emerged as the highest-ranked Indian institution at 123rd globally, followed by notable jumps from IIT Madras and others.

T&A EVENTS AND INITIATIVES

Strengthening Educational Ties: 'Welcome to Finland' Intercity Series



T&A Consulting supported Business Finland in the successful execution of the Welcome to Finland intercity series, held across Delhi, Mumbai, Bangalore, and Chandigarh. Serving as the Knowledge Partner for the Talent Boost programme in India, T&A Consulting played a key role in coordinating these sessions, which brought together students, offer holders, alumni, Finnish companies operating in India, and other partners and friends of Finland.

Each session provided participants with a comprehensive overview of Finland's higher education system, along with practical guidance on the residence permit process and D visa guidelines. The sessions were designed to equip prospective students with both academic insights and essential logistical information to support their transition to Finland.

A standout feature of the series was the

active participation of Finnish university alumni, who shared personal stories and practical advice about studying and living in Finland. Their contributions offered authentic perspectives and useful tips, resonating strongly with the attendees.

The final event in Chandigarh included a celebration of Vappu Day, a Finnish spring festival traditionally observed by students. This cultural element added a festive dimension to the discussions and provided participants with a glimpse into Finnish student life and traditions.

The Welcome to Finland series was made possible through the collaboration of diverse stakeholders, including participants, speakers, alumni, and institutional partners. The events served as a meaningful step toward strengthening educational and professional ties between India and Finland.

Bharat Shiksha Expo 2025



T&A Consulting participated in the Bharat Shiksha Expo 2025, held from 24th to 26th April, a national platform focused on education sector networking, student engagement, and institutional outreach. The event brought together stakeholders from K–12 schools, Indian higher education institutions, and EdTech platforms.

As part of its engagement, T&A supported the participation of Queen's University GIFT City campus, which focused on student outreach, networking with education agents, and promotion of the new campus and its academic offerings in India. The aim was to increase visibility among prospective students and strengthen connections with recruitment partners.

In parallel, the QGJI team targeted employer engagement, holding discussions with industry representatives to explore opportunities for internships, placements, and long-term collaboration aligned with talent development at the GIFT City campus.

The expo offered a timely opportunity to connect with India's evolving education and employment ecosystem. T&A's participation contributed to building awareness of Queen's presence in India and supported broader efforts to link global education pathways with domestic student and employer networks.

Economic Times Edu Annual Summit 2025



On June 20, 2025, T&A Consulting participated in the Economic Times Edu Annual Summit 2025, representing Queen's University Belfast's India initiatives—the Queen's University GIFT City Campus and QGJI. The summit featured focused discussions on using AI and digital tools, particularly in areas of personalized learning, and skill development. A key theme was leveraging AI to build workforce analytics, improve talent acquisition, and inform employee development strategies.

T&A highlighted the relevance of these themes to QUB's engagement in India. QGJI's mandate—to support Indian graduates with tailored employment pathways—aligns with the summit's emphasis on bridging education and industry through AI-driven platforms.

In conversations around corporate-education ecosystem synergy, T&A shared insights on how QGJI is working with Indian employers to co-create job-aligned

training programs for Queen's graduates.

In parallel with the summit, the QUB GIFT City Campus team engaged with leading recruitment agents to build pipelines for postgraduate student recruitment. These interactions focused on familiarization of higher education stakeholders with the expansion of QUB as a UK university with an onshore India presence.

Participation in the summit contributed to strengthening the positioning of Queen's University GIFT City campus in India and advancing T&A's broader efforts to facilitate international higher education linkages, campus branding, and partnerships that support student and employer engagement.

Bridging Opportunities Between Finland and Asia's Tech Talent



As the Knowledge Partner for the Talent Boost programme in India, T&A Consulting participated in the GIDS Developer Summit 2025, held in Bangalore from 22nd to 25th April. The event, Asia-Pacific's largest software developer gathering, brought together thousands of professionals from across the region.

T&A Consulting focused on promoting career pathways in Finland for international tech talent, engaging with professionals on topics such as Finnish work life, visa processes, and relocation.

A key highlight was support for Team Finland in hosting the session “Discover Finland: Your Roadmap to Finnish Work Life”, which introduced the EU co-funded Discover Finland project. The session featured insights from public, private, and

academic representatives on Finland's hiring landscape, work culture, and integration support for international professionals.

T&A also supported branding, outreach, and engagement at the Business Finland booth throughout the summit.

Participation at GIDS 2025 enabled meaningful dialogue around mobility, skills, and career development. The collaboration helped build awareness about Finland's openness to international talent and reinforced the value of cross-border engagement in technology and workforce development.

Queen's University Belfast: Business School Outreach and Citywide Engagements Reach 1,000+ Students Across South Asia



Between April and May 2025, the South Asia team at Queen's University Belfast undertook an extensive outreach campaign to promote the university's undergraduate and postgraduate programs across the region. Demonstrating a strong commitment to student engagement, the team successfully delivered over 42 in-person activities and more than 10 virtual sessions across multiple South Asian cities. These initiatives included:

- Career counselling sessions tailored for both UG and PG audiences
- On-spot offer events that enabled students to receive instant admission decisions
- Offer holder meet-ups and conversion sessions designed to support students through their admissions journey

More than 1,000 students participated in these sessions, gaining valuable insights into the academic offerings, career pathways, scholarships, and student life at Queen's University Belfast.

The team's continued efforts have significantly enhanced the university's brand visibility and student engagement across key markets in South Asia. These activities not only deepened awareness of Queen's as a leading Russell Group university but also played a vital role in helping prospective students make informed decisions about their future.

As we move toward the September 2025 intake, the momentum continues, with further initiatives planned to support applicants and convert offer holders into enrolled students.

University of Derby: Strengthens Student Support and Agent Engagement Across South Asia



Between April and June 2025, the T&A team, in partnership with the University of Derby, focused on driving applications and securing offer letters for the September 2025 intake. We actively participated in 24 agent fairs—both virtual and in-person—providing counseling and addressing a wide range of student inquiries.

To further support our network, we conducted virtual training sessions for 7 agents, equipping them with the tools to guide students more effectively. Our outreach spanned key cities including Amritsar, Ludhiana, Jalandhar, Delhi, Mumbai, Pune, Ahmedabad, and Vadodara, where we directly assisted over 300 students with personalized guidance.

A highlight of the quarter was attending the Global Agent Conference at the University of Derby, which brought together representatives from India, Sri Lanka, Bangladesh, Nigeria, Kenya, and Mexico. The event fostered valuable discussions on market trends and cross-regional collaboration.

During the visit, our team toured campus facilities and engaged with current students to gain deeper insights into academic offerings and student experiences.

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.

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