

Welcome them here

How Indian higher education institutions can attract foreign students



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For several decades, meritorious Indian students have migrated to pursue higher education overseas. The reverse – foreign students coming to India for education purposes – has largely been of short duration and to complete specific tasks. In its 2022 notification, the University Grants Commission (UGC) encouraged the establishment of foreign universities in India and increased the number of seats in various undergraduate and postgraduate programmes by 25%. The latter aims to enhance enrollment of foreign students in insti-

tutes of higher education in India. Further, the UGC has also asked institutions to adopt a smooth and simple admission process for international students based on the equivalence of entry qualifications. In this situation, it is worth considering what can help attract foreign students to Indian varsities.

Strategies

The first involves strengthening our traditional arts and cultural studies with appropriate internships. Indian institutions should capitalise on the country's history, culture and traditions by offering programmes and educational trips and exposure to the country's diversity.

Another is the provision to appoint chair or research professors or professors of practice, especially with regard to indigenous technologies. Foreign students can be offered internships in areas connected to local knowledge systems and the development of new products with the help of such specialists.

Thirdly, institutions need to upgrade the standard of hostels, as these vary depending on the institution. Attention must also be given to the creation of outdoor and indoor sports and recreation areas.

Fostering cultural exchange programmes is another way to attract foreign students to India. Apart from present-

ing various aspects of Indian regional cultures, institutions can also encourage foreign students to share details of the food, games, festivals from their own countries.

Finally, the most important part is scaling up the standard of higher education in our institutions, especially the course content and practical aspects of education. This will not only ensure that foreign students come to India but also encourage our students to stay back for higher education, research, and employment.

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