India-EU Common Agenda on Migration and Mobility
India-EU Cooperation and Dialogue on Migration and Mobility Project

▶ # India-EU Student Mobility Campaign Report

Campaign partner

YKA
YOUTH KI AWAAZ

Local partner

ICM
INDIA CENTRE
FOR MIGRATION

Project implementing partners

ICMPD
International Centre for
Migration Policy Development

International
Labour
Organization

▶ India-EU Student Mobility Campaign Report

▶ Foreward

Recognising the growing importance of migration and mobility in EU-India relations, the Government of India and the EU endorsed the India-EU Common Agenda for Migration and Mobility (CAMM) in 2016. To ensure that collaboration and sharing gain momentum at multiple levels, a technical project was introduced in 2017. The overall objective of this technical project implemented by the International Labour Organization (ILO), International Centre for Migration Policy Development (ICMPD) and local partner the India Centre for Migration (ICM) – a think tank of the Ministry of External Affairs, Government of India, is to contribute to a better governance of migration and mobility between the EU and India, as well as to prevent and address the challenges related to irregular migratory flows.

This project ran a social media campaign on student mobility from India to the EU. The campaign initially started in late 2019 but was stalled due to COVID-19. It was restarted at the end of 2020 and in total, ran for about 5 months.

This activity was funded by the EU and implemented by the ILO with the support of Youth Ki Awaz and ICM.

The following is a compilation of the findings from the campaign.

▶ Campaign Overview

Aim

To engage with young people looking to study in the EU in an interactive, informative conversation around how they can better prepare for their study in the EU using social media.

Deliverables

Microsite8 Articles1 Perception Mapping Survey1 Interactive Quiz

2 Videos

Social Media Promotions

Timeline

March 2020 - April 2020

November 2020 - February 2021

Partners

Youth Ki Awaaz, ILO, ICM

#GetEUReady

Your study in the EU made easy!

Tell me more!

COVID update: With the current COVID-19 pandemic episode, international movements are highly disrupted. Applicants are requested to be in touch with the consular section of the relevant EU country to check the likeliness of their future travel plans.

For the talented 20-something pursuing higher education, the European Union has a plethora of opportunities just waiting to be exploited. Every year, thousands of Indian students think about applying to study in the EU. Some drop out because of financial constraints. Others miss the bus with deadlines or application procedures.

Thanks to the benefits provided to international students by the EU, applying and studying there has never been easier. It has also never been more competitive.

This year, as you wave your final farewells to your college friends and work buddies, make sure you have the right start to applying to study in the EU. With #GetEUReady, stay on top of your applications game and make sure you're updated with the latest information!

Microsite

Marking the launch of the campaign, the microsite was created with the hashtag #GetEUReady, to host the campaign content. It provided a range of resources like the student's checklist, link to the European Higher Education Virtual Fair and how one can apply to study in different countries in the European Union. While the campaign was launched in the 1st week of March 2020, with COVID-19 being declared as a pandemic later in the month, the campaign had to be paused as countries went into lockdown.

In November 2020, the campaign was relaunched, tapping into the European Higher Education Virtual Fair and presenting an opportunity to aspiring students to seek support to resume their plans to study abroad. The microsite also hosted stories from students sharing their experiences of studying in the EU, a quiz based on the student's checklist, and a perception mapping survey to understand what information and support can help students take informed decisions to shape up their plans to study in the EU. The page has been visited by 20,000+ people.

Support for the Higher Education Virtual Fair

The campaign was re-launched to support the Virtual Higher Education Fair with the intention to also inform audience about this fair. 973 people used the click that led to the education fair registration page.

The following are shots of some of the promos that were made to promote this.

Interactive EU MS map

Find All The Information You Need

Click on the countries below to find out how you can study in the country of your choice in the EU

▶ Websites linked to studying in the different EU member states were collated and linked to an interactive map.

▶ Clicking on the country would take the audience directly to the government website of the EU Member State related to student mobility.

Links to websites, podcast and checklist
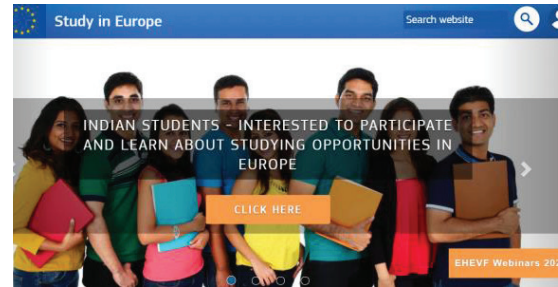
▶ Social Media Engagement

In order to promote the articles and get maximum traction on the quiz, the survey, and the higher education fair, a number of visuals with different content pegs and angles were created for the campaign and distributed on social media. The contextualising and personalising of the content has greatly helped in garnering more traction and engagement.

Snapshots from social media

A multiplatform approach was followed to distribute the content and reach a diverse audience. Here is a bifurcation of the engagement on **Facebook** - Reach: 333478 | Engagement (likes, shares, comments, saves): 1500

The content was a mix of articles, visuals, and videos and the idea was to embed each content with a call to action to either read the story, or take the quiz or attend the fair and provide the audience with a point of engagement through the course of the campaign.
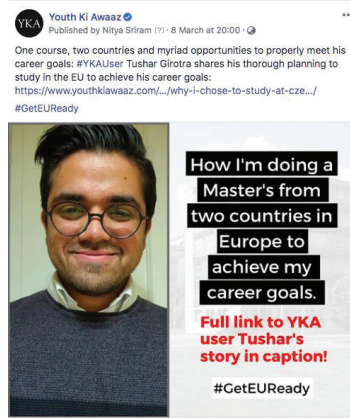
A multiplatform approach was followed to distribute the content and reach a diverse audience. Here is a bifurcation of the engagement on **Twitter** - Reach: 249496 | Engagement (likes, retweets, quote tweets): 3002

Similar to the approach followed on Facebook, content distribution was carried out on Twitter as well. Here the content was more informative to create a hook for those aspiring and planning to study in the EU.

A multiplatform approach was followed to distribute the content and reach a diverse audience. Here is a bifurcation of the engagement on the **Instagram**: Reach: 92305 | Engagement (likes, shares, comments, saves): 4332

Content on Instagram worked very well with as the audience on the platform is relatively younger and the platform in being highly visual was able to create more traction around the campaign.

Informative videos were also created to better inform young aspiring students how they can pursue their dream to study in the EU. One of the key videos was based on key points from the student's checklists that received 127.6k views and was also broken down into smaller snippets for distribution. In addition to this information on scholarships, the higher education virtual fair, and student's experiences were also plugged on video to get more people interested in studying abroad.

Plan your studies in Europe in just 5 steps!

#GetEUReady Quiz

Using trivia as a means to inform audiences and create more engaging content around the students checklist, a quiz was created. The positioning was done in a manner that invoked curiosity around how much someone knows that can help them study in the EU.
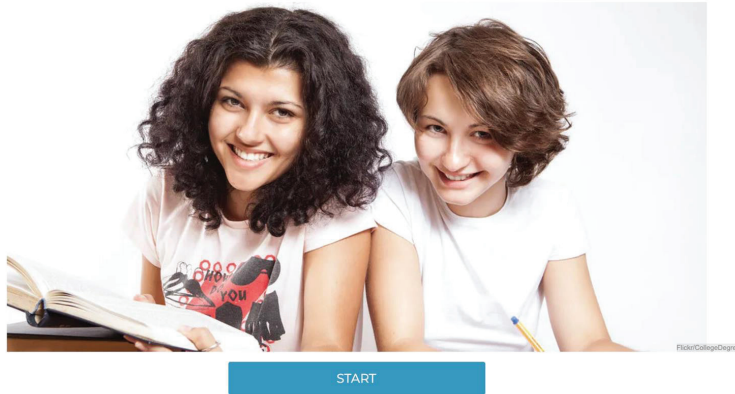
The questions for the quiz were framed in a manner that not only helped map knowledge around FAQs but also end up informing aspirants, how and why studying in the EU can be a positive and rewarding experience.

The quiz page was visited by an

If You Get Over 8/10 On This Quiz, You Are Ready To Study In Europe!

There are approximately 1.27 million international students studying the European Union (EU) today. Are you thinking of applying to be one of them this year? With deadlines around the corner, it's time to test yourself and see how much you know about studying in the EU! Answer 11 questions to see how EU ready you really are!

COVID update: With the current COVID-19 pandemic episode, international movements are highly disrupted. Applicants are requested to be in touch with the consular section of the relevant EU country to check the likeliness of their future travel plans.

Flickr/CollegeDegrees

START

audience of **7530** out of which **2842** respondents complete the quiz. Only **82** respondents got all answers correct, **11.93%** got less than 5 correct answers, **16.33%** got 50% answers correct, **68.33%** for more than 5 answers correct.

Response Overview

Question: Can knowing the local language (other than English) of the country I study in the EU help my career? (**59% respondents answered this correctly.**)

Yes	59.0%/ 1,678
Only in countries where English isn't the local language	34.9%/ 991
No	6.1%/ 173
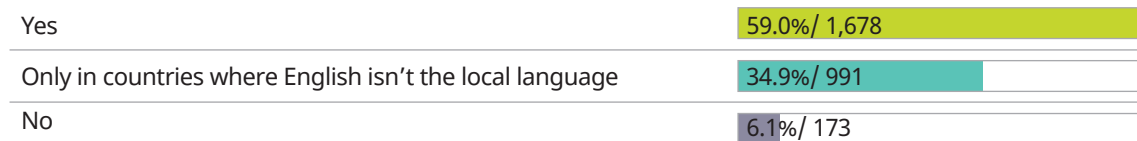
Question: India was among the top how many countries sending international students to the EU in 2017? (**30.7% respondents answered this correctly.**)

3	30.7%/ 873
5	31.4%/ 894
10	17.0%/ 482
Can't Say	20.9%/ 594

Response Overview

Question: True or false: If I am an Indian working on research in the EU, my spouse and family members can live with me and work in the same country. (**64.5% respondents answered this correctly.**)

True	64.5%/ 1,833
False	13.2%/ 375
Only if my spouse belongs to an EU country	22.3%/ 634

Question: True or false: as long as your marks are fine, your application to the EU is in the bag!

(**64.1% respondents answered this correctly.**)

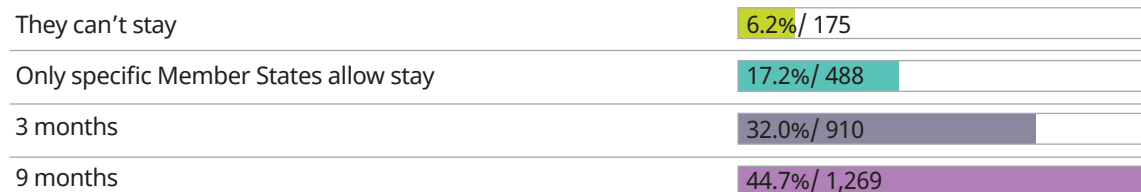|	
True	35.9%/ 1,020
False	64.1%/ 1,822

Question: Can Indian students have a paid job in the EU while studying? (**92.3% respondents answered this correctly.**)

Yes	92.3%/ 2,624
No	7.7%/ 218

Response Overview

Question: After studies, what is the minimum duration Indian students can stay to look for a job in the EU?. (**44.7% respondents answered this correctly.**)

They can't stay	6.2%/ 175
Only specific Member States allow stay	17.2%/ 488
3 months	32.0%/ 910
9 months	44.7%/ 1,269

Question: Which additional opportunities can Indian students avail to study in the EU? (**81.9% respondents answered this correctly.**)

Scholarships	13.7%/ 388
Study programs in English	1.6%/ 46
Study in part in another EU country	2.8%/ 79
All of the above	81.9%/ 2,329

Response Overview

Question: Are the EU and Europe synonyms? (**78.3% respondents answered this correctly**)

Yes	21.7%/ 617
No	78.3%/ 2,226

Question: How many Member States are there in the EU?(**41.8% respondents answered this correctly**)

12	21.1%/ 601
25	23.7%/ 674
27	41.8%/ 1,188
28	13.4%/ 380

Question: Does studying in one Member State of the EU make it easier for you to move to another EU Member State for part of your studies? (**64.1% respondents answered this correctly.**)

Yes	86.6%/ 2,461
No	13.4%/ 381

▶ Inferences

The data indicates that while audiences at large are aware of the application process and the benefits they get by studying in the EU, some more focus can be laid by the Member States on the colleges and universities there.

Scholarships is also a very sought after component that determines a students decision to study abroad. In the question on additional opportunities, after the obvious option of 'all of the above', scholarships received the second highest responses. On the readership front as well, the article on scholarships received a readership 4122 views. There is great interest and creating more, easy to understand and shareable content around scholarships would be helpful to attract students.

More awareness on options to work and stay (with and without family) are also active topics of discussion and concern. Focused awareness and sharing of information under these topics may be helpful.

▶ Articles

To build more connect and aspiration around studying abroad, a mix of personal narratives and informative articles were published as a part of the campaign. The articles have received a total readership of over 30,744:

▶ How I'm Doing My Master's From Two Countries In Europe To Achieve My Career Goals (Viewership: 3352)

▶ Best Scholarship Programmes To Apply To For Your Study In Europe (Viewership: 4122)

▶ A Desi In Deutschland: All You Need To Know About Studying In Germany (Viewership: 3877)

▶ Are You A Student Confused About Housing Options In Europe? Look No Further! (Viewership: 1485)

▶ Merchant Navy To Robotics: How I'm Shaping My Career With A Master's In The EU (Viewership: 3560)

▶ Let's Go To Paris! My Journey From Engineering School To The EU And Beyond! (Viewership: 3556)

▶ What Made My Experience Of Studying In France Even More Fulfilling (Viewership: 3354)

▶ The Key To Achieving My Goal Of Studying In Europe Was One Basic Step We Take For Granted (Viewership: 7438)

Personal Narratives
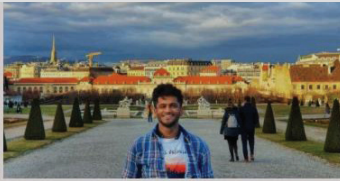
By Saksham Kiroriwal

Merchant Navy To Robotics: How I'm Shaping My Career With A Master's In The EU

By Paavani Pegatraju

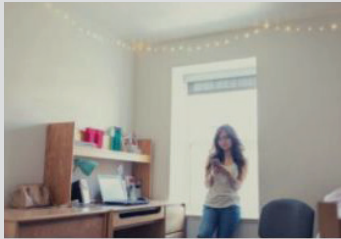**A Step-By-Step Guide On How I Made It Into My Preferred European University**

By Nikhil Dalal

How A 3-Year-Long Journey Gave Me All The Skills I Need To Make It In The World

Informative articles

Are You A Student Confused About Housing Options In Europe? Look No Further!

Neerja Sriram in *#GetEUReady*
March 24, 2020

Best Scholarship Programmes To Apply To For Your Study In Europe
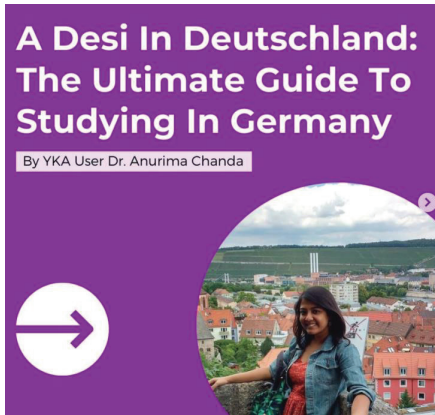
Shambhavi Saxena in *#GetEUReady*
February 28, 2020

How I'm Doing My Master's From Two Countries In Europe To Achieve My Career Goals

Tushar Girotra in *#GetEUReady*
February 28, 2020

Most Viewed and Most Saved Content

The Key To Achieving My Goal Of Studying In Europe Was One Basic Step We Take For Granted

Ludhiya Johnson in **#GetEUReady**
February 1, 2021

Arunima's story was adapted to a carousel on Instagram and got the most traction in the campaign posts. Her story was saved by an audience of 245.

Ludhiya's story has got the highest readership and reach and has been read by 7438 people till date.

This was the most liked and engaged post for the virtual fair.

Mobile preview of the survey

Online perception mapping survey: #GetEUReady: Student Mobility from India to Europe

▶ Centered around mapping what information and resources aspiring students are looking for, to plan their education in the EU, and the challenges they face, a survey was launched.

▶ 828 people started the survey of which 260 respondents were interested in studying abroad and completed the survey; 80 respondents did not have any plan to pursue their studies abroad and 488 respondents started the survey but did not complete it.

▶ It was inferred that as the survey was meant for only those who are keen on following through their plans to study in the EU this year itself, given the uncertainty with COVID-19, respondents dropped off the survey.

▶ More learnings, challenges and ideas to strategize on the survey have been shared in the last slide.

Survey respondents -Demographic Overview
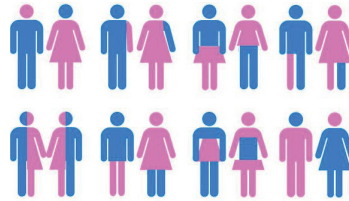
Age-Group

Number of respondents

Less than 18 years - 33

18-22 years - 123

23-27 years - 77

28-30 years - 25

Above 35 years - 2

Gender

Number of respondents

Female - 151

Male - 102

Non-binary - 1

Prefer not to specify - 6

Location

Top four states from where responses were received are:

Delhi, Maharashtra, Uttar Pradesh, West Bengal.

Brief overview of the survey

The survey was divided into the following 4 segments:

A. **Personal information:** This section captures the demographic profile of the respondent

B. **Studying in the EU:** This section maps how keen is the respondent to study in the EU, the field of study they wish to opt for and familial support.

C. **Preparing:** This section maps all the decision making that goes into shaping up the study plans in another country: from seeking information, to scholarships, to how easy to understand are these sources of information.

D. **Planning:** This section focuses on the challenges in planning, finding resources and how COVID has impacted the same.

Key insights from the survey responses

▶ Of the 260 respondents that **plan to pursue higher education abroad**, 14% would like to pursue a Bachelor's degree, 56 % would like to pursue a Master's degree, 25% would like to pursue a PhD or Postdoc degree 5% would like to pursue a short term course.

▶ 90% are **likely to consider the European Union as a destination for higher education**.

▶ 22% respondents reported that their **parents are very supportive of their education in Europe** and 61% are **very supportive if their ward receives a scholarship**. The remaining 17% have no support.

▶ 34% **have decided a country for their education**, 38% are still thinking, and 28% haven't decided on one.

▶ 79% respondents **want to pursue higher education in the same field of their past study**.

▶ **With respect to sources of information on studying abroad:**

  ● 80% are preparing on their own

  ● 5% have/had a personal advisor or mentor to help with their application

  ● 2% are attending/have attended an extra language course

  ● 2% are doing/have completed extra online courses and the same percentage is taking their friends help

  ● Only 1% are receiving support from their schools in applying to universities and 2% are receiving support from their school in developing their academic skills

▶ **Awareness of scholarship programs:** 69% are not aware of any scholarships, 15% are aware of Erasmus Mundus, and 22% are aware of the scholarships and loans initiated by the Indian and/or different Governments of the member states of the European Union.

N.B. Due to multiple choice answers in the survey, totals are not expected to add to 100%

▶ **On the different sources that one looks up for finding information on studying abroad:** 42% rely on elsewhere on the internet, 27% rely on the websites of different universities, 25% rely on friends and family, 10% rely on professional advising services and 2% rely on teachers/ advisors in schools.

▶ **On the different social media platforms that students rely on to look up this information:** 72.69% rely on web search using different search engines, 17.69% on Facebook, 8.05% on Instagram, 2.69% on LinkedIn, and 2.3% use offline sources.

▶ **Different factors that students feel are important while thinking about studying abroad:**
- 55% - Quality of education/University rank and reputation
- 15% - A good salary when they start working
- 9% - Tuition fee and cost of living
- 6% - Availability of scholarships
- 6% - Possibility of working and living in the country of education
- 3% - Proximity to home country
- 3% - Holding a valuable degree
- 1% - Family or friends living/studying in the same place

▶ **Different factors that encourage students to consider education in the EU:**
- 72% - Quality of education/University rank and reputation
- 12% - Possibility of working and living in the country of education
- 5% - Availability of scholarships
- 4% - Experiencing a different culture
- 2% - Making international contacts

- 2% - Tuition fee and cost of living
- 3% - Excitement of living on your own

▶ **Challenges that can deter students from considering education abroad:**

- 40% - Funding and affordability related concerns
- 37% - Complicated application process
- 7% - Not enough information about colleges and quality of education
- 5% - Confusing visa process
- 5% - Fear of isolation/racism
- 2% - Cultural and language barriers
- 1% - Finding accommodation
- 1% - Bureaucratic challenges

▶ **Barriers students face while looking for information on overcoming the challenges that deter them from considering education abroad:**

- 51% - Lack of one-source information portal
- 27% - Unclear guidelines on formalities and application processes
- 12% - Too much information available
- 7% - Too much jargon

▶ **Support that can help streamline this information:**

- 75% - Single source of information (e.g. checklists, tools, etc.)
- 23% - Simplified instructions through videos and podcast formats
- 11% - Newsletters and guides/leaflets etc.

▶ **Impact of COVID-19 on study abroad plans:**

- 42% - No impact on my plans
- 36% - Financial reasons
- 10% - Lack of information on COVID-19 related precautions being undertaken in the EU
- 8% - Travel restrictions
- 4% - Other
- 2% - Course no longer considered relevant

▶ In the current COVID-19 pandemic a majority, 60% respondents are **open to postponing plans by a year** and 40% are **open to pursuing education virtually**.

▶ Beyond the 260 respondents who completed the survey are are keen on studying in the EU, 80 respondents reported that they are currently not planning to pursue their education abroad. The challenges that deter them from considering education abroad:

- 34% - Funding and affordability related concerns
- 16% - Not enough information about colleges and quality of education
- 8% - Complicated application process
- 6% - Cultural and language barriers
- 6% - Confusing visa process
- 4% - Fear of isolation/racism
- 3% - Bureaucratic challenges
- 3% - Finding accommodation
- 1 %- Accessing healthcare in a foreign country

▶ Numbers at a glance

Total reach on social media platforms (Facebook, Twitter, Instagram): 675279

Total engagement on social media platforms: 16414

Total viewership on all pages: 63508

Audience Reached

Age distribution

47.6%   52.4%

▶ Male ▶ Female

Gender distribution
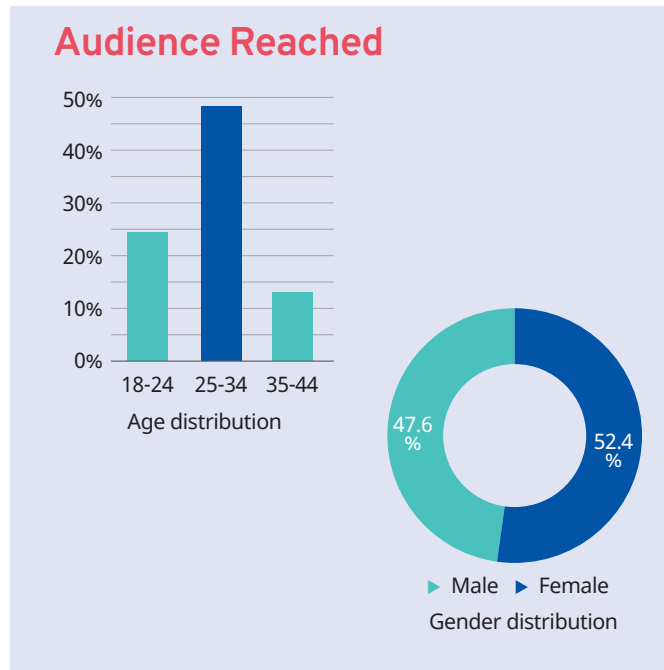
▶ Observations and Key Learnings

1. The target group most interested is the 24-35 age group and targeting them may be most effective.

2. Male and female students are equally interested though women showed slightly higher interest.

3. Students from Southern India were not as active; Delhi showed the highest interest.

4. Finances is a key concern for students and more information on scholarships and sharing potential opportunities of work during student life may be very useful to attract new students.

5. A major component of studying in another country is to also live the experience which is limited to coursework in a distant learning format and students are currently delaying their plans due to the uncertainty brought about by covid-19.

6. Information is sought from multiple internet sights and there is not enough clarity on where to find information.

7. Viewership was over 60,000 with Facebook accounting for the maximum outreach and instagram attracting the highest engagement.

8. The quiz and personal narratives have had a good audience uptake and helped adapt all the technical information from a more experiential lens.

9. In these times of uncertainty, an interface to ask questions may be very useful as the interest in the Virtual Fair showed.

International
Labour
Organization