



NOIR SUR BLANC

Indian Education & Role of Media



Why Indian market is important?

- ❑ **10th** largest **GDP** in 2012
- ❑ One of **G20 major economies** and member of BRICS..
- ❑ **Education system** is cited as main contributor in rise of India.
- ❑ Market for **higher education** is about \$40 billion per year.
- ❑ During past yrs **FDI inflow** stood at \$36.5 billion vs \$24.15 billion in 2010

Indian Education System

□ Primary & Secondary education system :

- based upon 12 years of primary and secondary education
- Secondary Schools are affiliated with Central or states boards
- Indian universities recognize the various 10+2 qualifications from different states and all India Boards(CBSE ,ICSE

□ Higher education system :

- Undergraduate or Bachelor's Level (e.g. B.Sc., B.A., B.E,.....)
- Postgraduate or Master's Level (e.g. M.Sc., M.A., M.Tech,)
- Doctoral (Ph.D.)

Huge growth potential

- ❑ Higher education market is about \$40 billion per year
- ❑ Expected to have >47 million people in working age group by 2020
- ❑ 18 million graduates, 6 million post graduates & 2.5 million engineering student
- ❑ 700 universities and about 35,000 colleges
- ❑ Education sector has attracted FDI 7167 Million USD during Apr-10 to Jul-13

Thoughts of an Indian student

- Transform from middle income family to high income family
- Prepare himself / herself for Global opportunities
- Study abroad – build differentiation within highly competitive world
- Return on Investment – prefers selection to famous institutes
- Global experience to gain higher positions

Challenges for an Indian student

- Fewer seats in local colleges and universities
- Limited information on career development
- Increasing cost for education abroad
- Tough competition at Global platform

What can Global Schools offer them

- Guidance on options to build future
- Exchange Programs & Dual degree Programs with local schools
- Confidence to study at known / renowned schools
- Scholarships
- Placement support at. local & Global locations

Target Audiences ?

Students at different levels:

- Undergraduates
- Graduates

Parents

The Linking Tool – Media

- Platform of exchange for business ideas on issues related to education, economy, finance etc.
- Tool that strengthens international relations.
- People acquire accurate information through different Medias.
- It is a step towards new international relations.
- Helps measure the quality of Education at Global Level.
- For India, a country that is quiet open to new ideas and opportunities ,here Media would bring in Comprehensive picture of the world leading to more intercultural relations and partnerships.



How to build rapport with Indian media ?

Noir sur Blanc India

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An Overall Look at Indian Media

The media has been...

Free and Independent

- ❑ Communication in India occurs : television, radio, newspapers, magazines, and web sites.
- ❑ India has more than 70,000 newspapers and is the biggest newspaper market in the world with over 100 million copies sold daily.

Facts and Figures

- ❑ Number of Daily Newspapers in India : 398
- ❑ Number of Non-daily Newspapers : 98



Some facts about Indian Media

- ❑ 1795 newspapers throughout the country
- ❑ 100 kinds of consumer magazines.
- ❑ 515 TV stations all around the country
- ❑ 800 radio stations all around the country
- ❑ 85% of Indian netizen use Internet

Keep in mind the importance of "Culture"

There are stark differences between journalism in India and Western countries. Keep in mind the importance of "culture" - the building and cultivating of relationships.

- ❑ Develop a long-term relationship.
 - ❑ Visit and meet journalists face-to-face
 - ❑ Network: get to know them and reach them with multiple subjects.
 - ❑ Relationships and personal connections.

- ❑ Understand and respect the Indian point of view.



How does the Media work1/3

Working Language : English and Regional

As Indian journalists speak fluently English, you will have a better chance of gaining more media coverage if you deliver messages.



- ❑ Your name and school's name
- ❑ Business cards
- ❑ Detailed informations is important -brochures need to be ready at all times.
- ❑ Press release need to be in English . The content has to have something relevant to India's market.
- ❑ Using a local spokesperson will give a greater credibility.
- ❑ Continuous interactions and follow up is necessary

How does the Media work2/3

Working Customs

Learning the way of Indian Journalists doing their job could be helpful to better understand Indian media environment and build relationship with them

- ❑ Prefer to work with people they know as they believe in Proven & factual data.
- ❑ The press release can reach them by email, but they don't use it directly for their story if they don't know the sender.
- ❑ They do the interviews by phone or email and are used to attending press conferences or holding face-to-face interviews.
- ❑ There are usually press requests from Indian journalists.
- ❑ Occupied and won't spend too much time on one certain subject, especially not very interesting one.



How does the Media work3/3

Indian journalists are used to attending press conferences or holding face-to-face interviews...

When you'd like to invite journalists to the press event...



- ❑ Timing: they are more comfortable in the morning to attend the events.
- ❑ The key person to contact is the editor as he/she decides if and who to send.
- ❑ They don't answer immediately to the invitation. A follow-up call is necessary
- ❑ Indian journalists plan their working schedule less than one week ahead or even last minute that includes confirming one-to-one meeting and press conference invitations.
- ❑ It's a custom to greet them respectfully when attending press conferences or one-to-one meeting.

Engaging through Social Media

“The blogosphere is increasing as the place where news breaks of any kind”

Social media in India

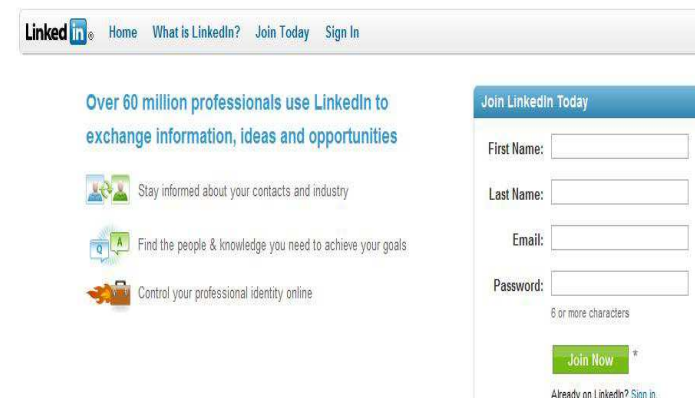
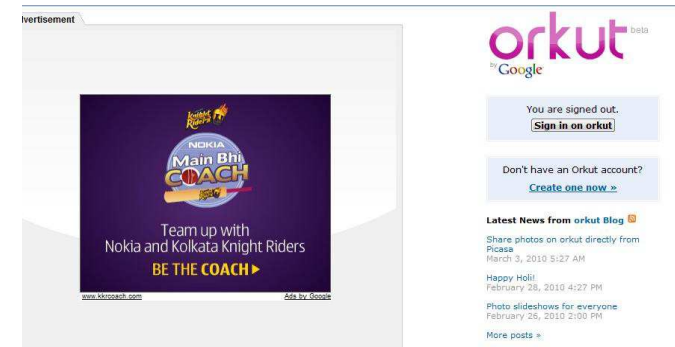
- ❑ **81 million** Internet users
- ❑ **74%** of are active social media followers.



Internet and Mobile Association of India (IAMAI) and Indian Market Research Bureau (IMRB) 31st March 2013

Popular Social Network sites

Top 4 social networking sites in India



What We Do in India

❑ The media we are working with, includes –

- ❑ National ,general and regional Press
- ❑ Specialized press: education, business, economic, management, finance, life...
- ❑ Both English and Regional journals and magazines

❑ Social media we are working on –

- ❑ Blog - NSB Asia has an official blog
- ❑ India Twitter Account –allow twitting of content, follow the media & add followers

10 Golden Tips for Communication

1. Understand cultural difference
2. Use English & regional language as the working language
3. Know your Unique selling point
4. Define clear communication objectives
5. Focus target audience.
6. Identify best channels of communication
7. Build your message for Indian targets
8. What is India hook
9. Develop a long-term relationships with the media.
10. Seek Professional Help



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Thank you!



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