

EducationUSA is a U.S. Department of State network of over 425 international student advising centers in more than 175 countries.

The Yashna Trust - EducationUSA Bangalore Center was established in 1996. With a credible legacy of over 22 years in educational advising, we have transformed the lives of several thousands of students by making their “Study in the U.S.” dream a reality. We are focused solely on helping students find a place at suitable accredited U.S. higher education institutions.

REGION FOCUS (KARNATAKA)

- Headquarter and Center Location: Bengaluru
- Host Institution: Yashna Trust
- Reach: Individual State - Karnataka
- Cities with potential: Mysore, Mangalore, Belgaum, Hubli-Dharwad, Shimoga and Bagalkote

STUDENT PROFILE

- Proficient in English
- Well informed students and parents
- Conduct extensive research before applying
- Tech-savvy, rankings and brand driven
- U.S. citizens
- Age group: 16 to 30 years

	Undergraduate	Graduate
Student priorities	Opportunity to explore subjects, funding, long term goal oriented	Specialized education, research and practical work exposure, funding
Popular programs	STEM – Engineering, Computer Sciences, Biological Sciences, Data Sciences, Astrophysics	STEM – Computer Science, Electrical Engineering, Biological sciences, Management

STUDENT MOBILITY TRENDS

- Primarily graduate market: approximately 65-70% graduates, 30-35% undergraduates.
- Steady increase in the number of students interested in undergraduate education resulted in many U.S. HEI visits to India to conduct information sessions at EducationUSA centers and schools. This exposure has resulted in students applying to a wide range of schools and receiving successful admits.
- Increased interest in transfers and queries from American citizens

WHAT'S ON OFFER FOR U.S. HEIs IN KARNATAKA?

Services for student recruitment and institutional outreaches:

- EducationUSA Fairs
- Direct marketing services customized for U.S. HEIs. Services include
 - event organization for prospective students at the center,
 - virtual advising and digital campaigns via student Whatsapp groups, Instagram and LinkedIn
- Joint outreaches through workshops/Boot camps in Schools and Colleges

Insights

- Briefings and webinars around course demand, student trends and market scoping in Karnataka
- Advice on credentials of higher education institutions in the region

Display promotional materials at the center

NUMBER OF EDUCATION INSTITUTIONS

State: Karnataka	Schools				Colleges	Universities	Literacy (in %)
	IB	CBSE	ICSE and ISC	Cambridge IGCSE			
Bengaluru	14	245	228	43	480	25	75.6%

The EducationUSA advising center in Bangalore, operating from Yashna Trust serves to reach out to a population that is home to approx. 40% of India's IT industry, increasing number of start-ups, engineering colleges and international schools. These therefore create opportunities to engage with students and youth in the region and provide them with access to credible and accurate information that leads to improved cultural relations, and growth in both economies.

SUMMARY OF AUDIENCE REACH: YASHNA TRUST – EDUCATIONUSA BANGALORE (OCT 2018-SEP2019)

Audience	Reach
Total reach (f2f and online/phone/sms/whatsapp) among prospective students through sessions, workshops and seminars – in-center attendees, fairs, campus outreach and non-campus events	42,366 (30% of the total reach 12,752 is f2f)
School Counselors -IC3/ other sessions moderated by EducationUSA	230 school counselors with the cascade reaching over 23,000 potential students at various schools and HEIs in Karnataka
Admitted students heading to USA - PDO	<u>Participants- 110</u> (of the 235 students who registered)
Cities covered in Karnataka to reach prospective students, parents, heads of institutions and counselors	Bangalore, Hubballi, Mysore, Coorg, Mangalore, Dharwad and Belgaum
Number of local higher education institutions and schools (Karnataka)	Schools: 41 HEIs:15
U.S. HEI engagement through in-center events, outreach, collaboration and other activities	110