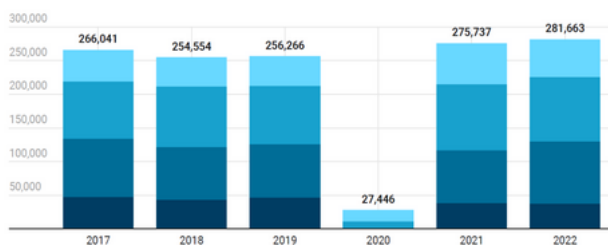
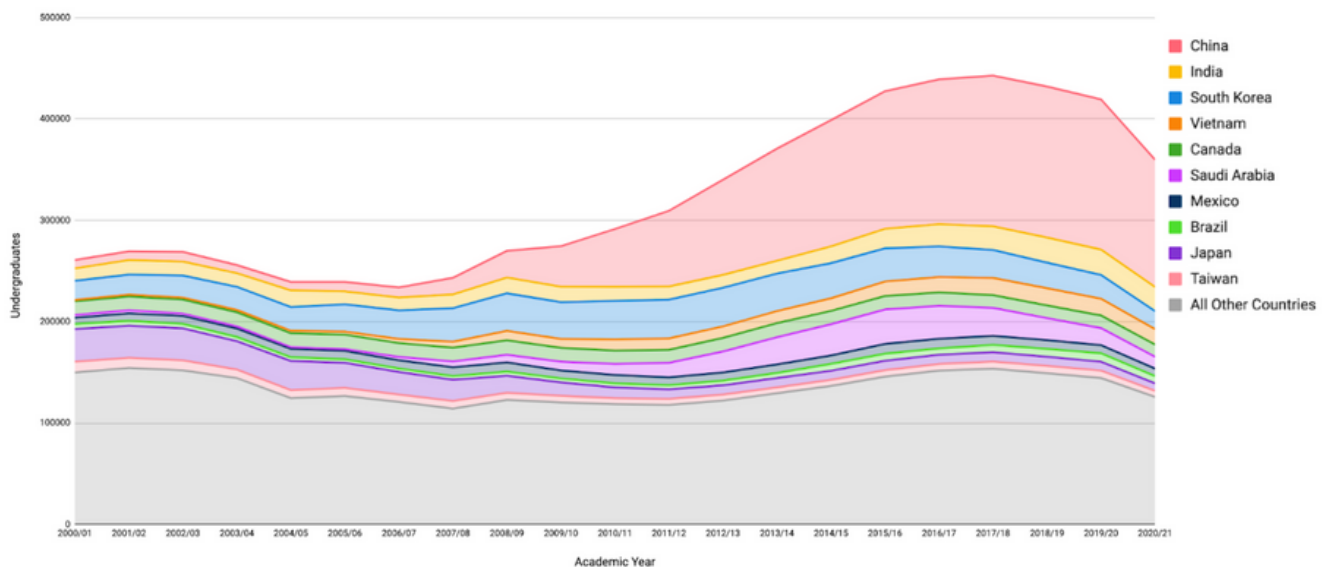


A DEEP DIVE INTO STUDENT RECRUITMENT OPPORTUNITIES IN INDIA

A recent Cialfo survey reveals that mobility to US higher education continues to improve, aided by a surge in interest from India. The chart below visualizes the spike in interest from various students' home countries and the reasons that have induced this demand.

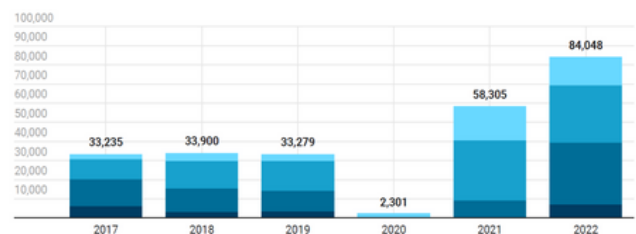
The preponderance of the international undergraduate enrollment at US universities derives from only a handful of countries and India has emerged as the second highest after China; **the data indicates that India might surpass China according to recent figures.**

International Undergraduate Student Mobility to US Higher Ed Institutions



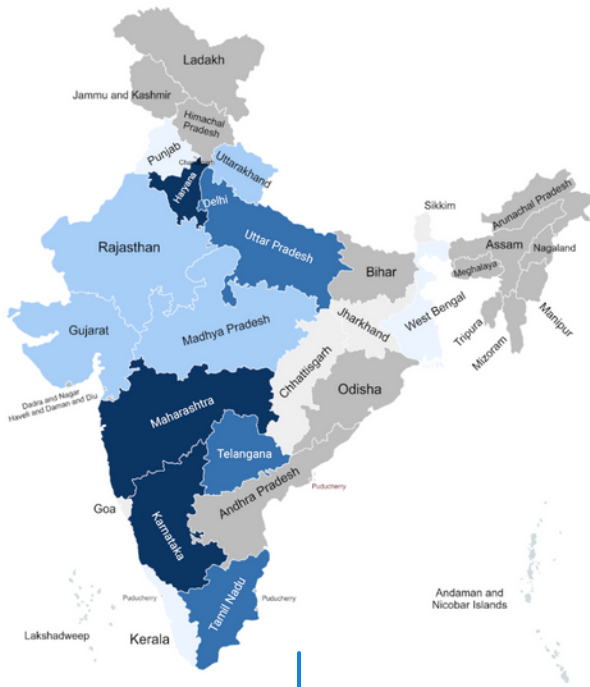
Source: Chronicle analysis of visa data collected by the U.S. Department of State. • Get the data • Created with Datawrapper
<https://www.chronicle.com/entry/number-of-new-chinese-students-at-u-s-colleges-plummeted-this-fall-visa-data-show>

The number of F-1 visas awarded during the critical months of May to August 2022 exceeded those issued during the same span in the year before the pandemic.



Source: Chronicle analysis of visa data collected by the U.S. Department of State. • Get the data • Created with Datawrapper

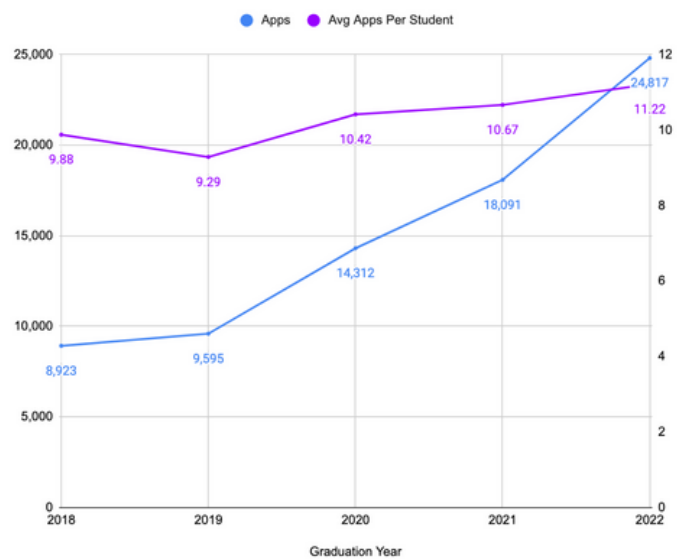
The number of F-1 visas issued to students from India in recent months more than doubled those issued during the same period in the year before the pandemic.



According to Cialfo data, the largest number of students applying to the US are from states in the West and South of India along with the National Capital Region (NCR).

Not only are total applications from India growing, but the ratio of applications per student is also rising to almost 12 applications per student.

Apps and Avg Apps Per Student

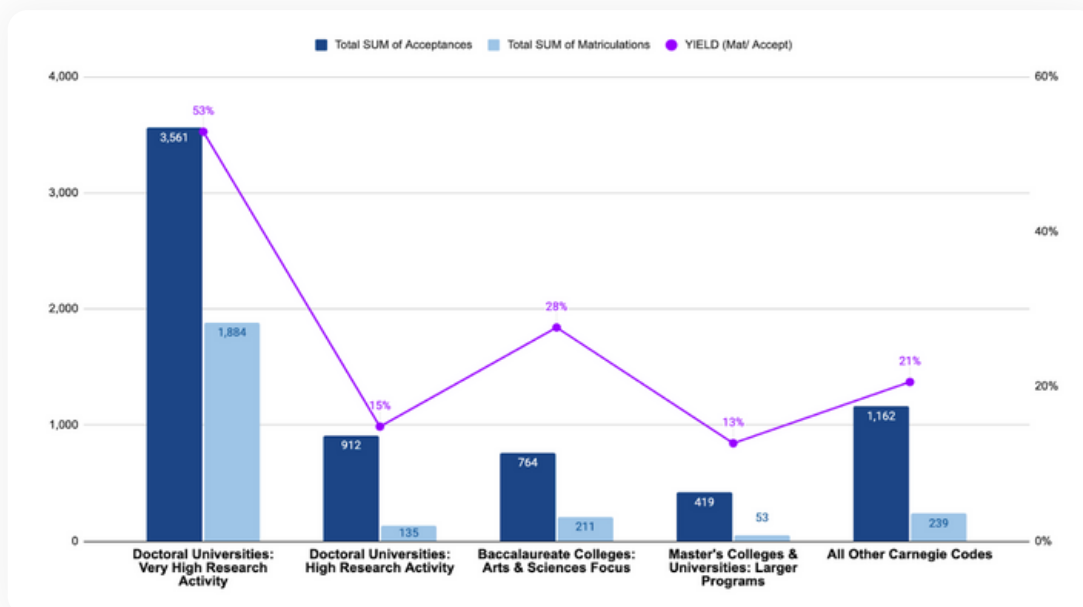


MOST POPULAR DISCIPLINES OF INTEREST:

STEM Studies, especially Computer Science, Engineering, and Biotech majors are currently the most popular disciplines of interest (as indicated by India-based students on Cialfo's platform).

However, social sciences (e.g. Business, Ecommerce, Psychology, Poly Sci, International Relations) and interdisciplinary models are gaining traction.

As indicated by India-based students on Cialfo's platform.



Though US Research 1 (R1) universities are the most popular destination among Cialfo students in India, Liberal Arts Colleges are second in terms of yield rate.

REASONS FOR THE SURGE OF INTERNATIONAL STUDENTS FROM INDIA IN THE US:



Favorable political factors



Less competition from China and in particular, to the UK.



Close to 70 million students graduating every year in India



Growth of international student population beyond the metropolitan cities.



Increase in purchasing power of average Indian family



Awareness and access to counseling in high schools in India



ACKNOWLEDGMENT:

Thanks to Clay Hensley, International Education Consultant at Cialfo for providing his insight and analysis in regards to recruiting students from India.



FOR MORE RELIABLE HIGHER ED INSIGHTS AND RECRUITMENT DATA, VISIT [CIALFO.CO](https://cialfo.co)