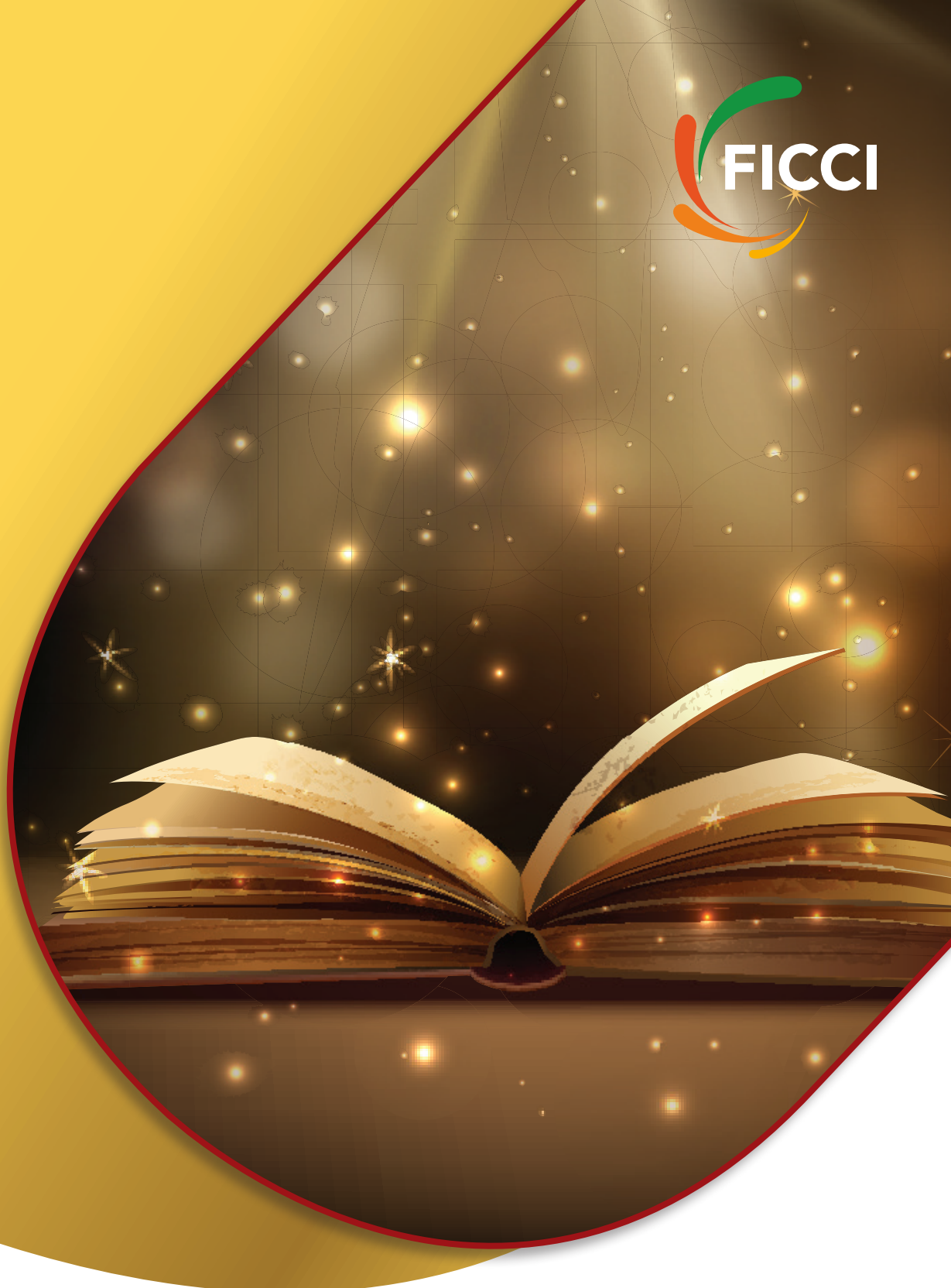# FICCI EDUWRAP

EDITORIALS | SECTORAL NEWS | FUNDING |
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TECHNOLOGY | PROMOTIONS

September 2021

FICCI

Dear Readers,

We are glad to present to you the First Anniversary edition of the FICCI Eduwrap!

Covid-19 has posed an unprecedented challenge to humanity. In the midst of this crisis, the entire ecosystem of education is being geared up to ensure the safety of students while also ensuring the continuation of the learning process. Conducting examinations for students in the prevailing scenario is a huge challenge that does not need elaboration. There have been ongoing discussions on the significance of assessments and evaluation, its impact on student psychology and the expected outcomes.

This 'new normal', has necessitated deliberations on developing adaptive and innovative models of education and examinations. It is largely felt within educators and other stakeholders that virtual learning has led to skills gaps in the students' learning outcomes, and hence calls for re-strategizing the traditional examination approach. Increased focus on formative assessment techniques, use of technology tools and student feedback are now considered critical in evaluating student learning and preparing them for the new world of work. In the era of Education 4.0, assessments will drive the learning process, curriculum design and delivery, faculty development and flexible learning pathways.

The anniversary edition of this Eduwrap has focused and reflected on the important elements of assessments, evaluation, and validation through the articles by thought leaders in the subsequent pages. It has also focused on what has been accomplished through this newsletter and our vision for the future. Launched in September 2020, the FICCI Eduwrap has had reflections from national and global thought leaders on important themes such as technology, research, financing, skilling, and social responsibility. In the last one year, we have built strong association within our stakeholders network, continuously striving to deliver the relevant and significant sectoral news, and strong insights on the pertinent issues of the higher education sector. As always, we look forward to your views in making FICCI Eduwrap a good read for all!

- **FICCI Education Team**

Leader Speaks

Why the pandemic-provoked remote proctored assessments may inspire a permanent shift in the education system

Sujatha Kumaraswamy
CEO, MeritTrac Services, a UNext company

While the devastating ripple effects of the pandemic were felt across continents, economies, industries, and practically every aspect of life, the impact has been most acute in the education industry, depriving and displacing over 32 crore students in India alone. Today, educational institutes find themselves in uncharted waters as they continue to navigate the impacts of the pandemic. But this situation has also accelerated innovation and development in the industry and has changed the traditional structure of education as we know it.

In March 2020, schools and colleges were under immense pressure, forcing faculty to abandon the traditional classroom after a national lockdown was imposed. Students, parents, and faculty grew increasingly concerned about the profound implications this could have on the affected batches. This pandemic-induced education divide provoked the industry to conduct numerous experiments in remote learning and examinations to adapt to this global shift. The role of technology was quickly recognised as a critical tool in facilitating learning continuity and making education accessible to students worldwide. Institutes looking to overcome uncertainty and panic began leveraging new-age tech designed to combat these challenges. From classes to guest lectures, webinars and job fairs, fee payments to even exams – technology made everything possible remotely, securely. Finally, the education technology sector had created advanced automated, AI-powered systems that left no room for setbacks or hesitation in implementation.

Several institutes prefer remote assessments over offline examinations – and not just because of the situation of the pandemic. Virtual learning and examinations have proven to collectively empower students and institutions. This virtual alternative is favoured by many over traditional methods due to its flexibility, security, and ease of use. A study conducted by the World Economic Forum suggests that this digital-education shift has boosted student retention skills and makes for a quicker more efficient system. The scale to which the implementation of technology has been adopted over such a short period has provoked thoughts of (and quite strongly indicated) a permanent integration of aspects like online exams, online proctoring and result generation in the traditional system of education.

Though many are opting for remote examinations, shifting assessments digitally is still a challenge for some institutes that have resorted to cancelling or postponing examinations. This has resulted in student and parent distress about the negative consequences this could have on the future of students. Alternative methods of assessments have become a need of the hour to combat this crisis. There is evident health stress weighing on offline examination attempts. With physical contact posing a dire threat, online modes of examination have risen to popularity as a viable solution for our current predicament. It is a long-term solution to equip the industry for not just any future unforeseen crisis but also as a worthwhile option to seamlessly function in today's digital age.

How does it work? Virtually proctored examinations innovated to meet pandemic constraints, allow invigilators or proctors to efficiently monitor students remotely through AI and ML-enabled tools. Designed to authenticate visual identity and biometrics, track body movement and ambient noises, monitor keyboard handwriting, and analyse system usage – advanced proctoring solutions allow for a higher percent of integrity and reliability of tests as well as the elimination of bias. AI-enabled technologies allow proctors to successfully supervise students via a webcam as they would in person. A report with detailed information is produced for the proctor when the exam is completed, allowing them to make a fair judgment on the integrity and credibility of a candidate. These tests produce remarkably fast, accurate, and informative findings.

Remote proctoring allows greater flexibility, eliminates bias, and enables data integrity by ensuring that only authorised personnel has access to it. These tests are foolproof as they prevent malpractice, are easy to use, and improve the overall productivity of the process compared to traditional methods. With the dawn of new advancements in education, like AI and other emerging technologies, for the first time, large-scale exams like NEET and JEE can be administered effortlessly across the country. The University Grants Commission (UGC) too has authorised a set of colleges to offer full-termed online degree programmes in India indicating a definite step towards a technology-powered future for the sector.

Despite the evolution of technology and tools we have access to today, it is surprising to reflect on how a shift of this magnitude was possible in mere months and was not proactively initiated pre-pandemic. Access to basic education has been a global crisis but we have only begun to feel the weight and intensity of it now because of how it has started to affect us at a personal level. This also changes the way we view international education - far from shelling on plane tickets, accommodation, and living expenses. Technology, if implemented correctly, can make online education and online examinations more accessible and affordable to students everywhere – not only to those in small towns and cities but also to those in remote areas who often give up pursuing an education due to various accessibility issues and other limitations. One lesson that has emerged from this situation is a global shift in perspective when it comes to allowing technology to innovate our traditional systems. As the dust settles, we can see that traditional learning and assessment methods are far from obsolete, but proctored assessments have proven to be a lucrative post-pandemic solution that could influence a shift in the traditional education system in the long run.

Examination 4.0 – Examining the Examinations

Prof. Sandeep Sancheti
Provost (Vice Chancellor), Marwadi University
Past President, Association of Indian Universities, New Delhi

India is having one of the world's largest higher education systems, with more than 1,000 Universities and around 50,000 colleges and institutions serving nearly 39 million students. All Indian Universities want to maintain high academic standards to support the curriculum and provide the best educational experience to the students. But they are facing huge challenges in determining the right delivery methods in order to achieve the learning goals and outcomes. Therefore, many universities have adopted different and technology supported models for teaching-learning. Despite all the technical interventions, the most important factor in determining impact of change is the adaption and acceptance of fast evolving technological tools and scenarios. Before the influx of pandemic, the higher education sector was already undergoing some form of digital transformations, but the pandemic has greatly accelerated this process and has also brought a new set of challenges to the entire field of higher education including those for examinations and assessments.

There are several avenues to use technology for teaching-learning processes. Blended and open learning has become common and acceptable at all levels. Schemes and methods like flipped classrooms, smart classrooms, live demonstration, virtual laboratories, animations, artificial and virtual realities, gaming, remote learning through webinars have changed the shape of education delivery significantly in recent past. However, what has not changed is the process of examinations and evaluations. Use of technology for examination is far from visible though the potential seems to be very high. Only in recent times, particularly with the onset of pandemic, we are seeing a small shift in the domain of assessments that too with a limited use of artificial intelligence for proctoring purposes.

Examinations in the context of our country have always been considered very sacrosanct and therefore highly secret. In general, it lacks openness and student centricity. The focus is more on rote learning and reproducing the facts delivered in classes or books. Such a system is generally devoid of assessing aspects like deeper learning as well as the potential to apply the knowledge in a given context. Truly speaking, the emphasis should be on what student knows and how can it be used effectively rather than straight jacketed questions like "define", "derive", "draw", "describe" etc. As an example of my own life while I was completing my doctorate abroad, my guide started challenging me in the initial stage of my work itself by openly naming the best person of my research domain who would be my likely thesis examiner. Though ultimately the named person wasn't my examiner but my guide probably did so to drive me to deliver my best and work at my fullest potential. When I look back, I feel that in absence of such a push I might have been more complacent in my work and research approach. This goes to suggest that keeping everything in a secret mode of operation may not always yield the best and hence the process of examination needs to be much more open, transparent and comprehensive to assess the knowledge as well as potential of the students.

Examinations and evaluations can generally be both summative and formative. The current approach broadly followed by large affiliated University systems is more of summative in nature due to traditions, procedures and controls followed since ages. But it is well established that for better learning as well as evaluation, continuous comprehensive evaluation is must and should be encouraged at all levels. With the inclusion of technology in teaching-learning, as well as with blending of various processes, the methods of assessment and evaluations need to be redefined again in the context of newer technologies, potential to handle pandemic like situations and the requirements of National Education Policy etc.

Generally speaking, "Summative" evaluation will not suffice the need of assessing all levels of learning outcomes, essential for delivering better quality of education as well as for ranking and rating which institution themselves are aspiring for. The modular curriculum and course structures demand assessment at several regular intervals for assessing key outcomes specified for every module. Cognitive skills such as logical thinking, application of knowledge, analysis & synthesis of concepts require evaluation strategies other than the summative or purely pen & paper-based tests. Therefore, innovative assessment strategies are must with increased weightage for continuous and internal evaluations.

In addition to regular assignments, quizzes and tests, some of the new and imaginative "Formative" evaluation strategies can be in the form of creative assignments such as digital stories, drama scripts, e-newsletters & magazines, recorded interview of stakeholders, case studies, cartoon strips, scientific demonstration of working principles etc. These can also be augmented by review discussions on a given topic, summarization or precise in form of small write up, generating info graph or providing active feedback.

A lot is already known about summative evaluation strategies but they can also be improved further by the use of some out of box thinking. These may include a compulsory use of open book examination as it more or less reflects and simulates the real-life situations of any work or profession. Avenues of group examinations can also be used as it will promote sharing of problems and solutions in the peer group and has potential to raise the bar with better average performance of a given set of students. In the context of changing world today we use the freedom of when to work, what to eat, when to sleep, where to work from and which technologies to use etc. As an extension of these arguments, the students can also be given higher degree of choice by offering when to appear in examinations or allowing examination on demand. This will give them higher degree of freedom for getting assessed as and when they are ready for the same and deliver improved performances.

It is well-known that technology and supported tools are finding more and more space in our lives due to many value-added features of automation, repeatability, reliability, reproducibility, upgradability etc. specifically in domains of finance, banking, teaching- learning and services etc. In the same vain, examinations cannot and should not remain obsolete and in isolation from emerging technologies. They too should be benefited immensely by use of appropriate technologies for reducing the burden on teachers by way of repetitive question paper settings, answer script evaluations and invigilation duties. Current set of available technologies using electronic and online methods can help question paper setting by auto generation of papers from question banks, jumbling of question & answers and their patterns controlling the difficulty levels as well as to allow audio & video-based questioning. Aspects of evaluating answer scripts can be improved by electronic scanning and online distribution of answer scripts to examiners which can facilitate better and error free assessments anywhere, anytime. In the same way coding of answer scripts or their allocation or distribution of the e-portfolios can easily be done to overcome the current practices of physical distribution and evaluation method. Administration of examinations and related processes is equally demanding. Once again technology can assist in many routine domains of auto generation of examination notifications, student registrations, invigilator allocation, course outcomes & program outcomes evaluations, result declaration, transcript preparation etc.

The changing phases of examination cannot be completely understood without linking it to the new generation of technologies. Some of these would be a boon to people with different abilities like a person who is unable to read or write can take oral examination and answer the question by speaking rather than writing. Features of text to speech and speech to text can also be a boon for such candidates. In addition to that with the features of natural language processing based multi-lingual translations, all examinations can go global without much of barriers. Use of 3D printing technology can be made for better workable solutions, demonstration and outcomes through modeling & visualization even during examination. Biometric eye tracking using the principles of Artificial Intelligence can be a good substitution for more efficient process of invigilation and its record keeping which will bring more transparency to examination processes without wasting teacher's precious time for such routine chores which in overall terms consume significant portion of their work time during a semester. Use of 5G in cloud technology can also be a boon to augment and facilitate the features of on demand examination and overall scalability of operations.

Sectoral News

Policy, Regulations and Sectoral Updates

NIRF Rankings 2021 released
https://bit.ly/2VtH5Eu

PM addresses the inaugural conclave of Shikshak Parv
He also launched Indian Sign Language Dictionary, Talking Books,School Quality Assurance and Assessment Framework of CBSE, NISHTHA teachers' training programme for NIPUN Bharat and Vidyanjali portal..
https://bit.ly/3ngzFzX

UGC releases Academic Bank of Credit Regulation 2021
https://bit.ly/3ngjqTr

Education Ministry's innovation cell, AICTE, BPRD launch MANTHAN 2021
From Security & Survelliance to Data Analytics, Manthan covers all area that needs reformation from young Innovative minds that will help nation to build systems more secure and scalable without opting foreign tools.
https://bit.ly/3ngk2Zf

THE World University Rankings 2021
The considers not just the conventional parameters like teaching and research excellence/repute, but even ones such as knowledge transfer, which measures participation in exchange programmes and collaboration with other international universities, and impact, measuring progress against the UN's SDGs.
https://bit.ly/3yRdJxy

14 engineering colleges for offering courses in regional languages
AICTE has permitted fourteen engineering colleges across eight states to collectively admit over 1,000 students in undergraduate programmes, who will be taught in regional languages starting the new academic year. The decision is in tune with provisions of the National Education Policy (NEP)2020
https://bit.ly/3zWNzeb

DRDO & AICTE launch regular M. Tech. Program in defence technology
This M.Tech. defence technology program can be conducted at any AICTE affiliated Institutes/Universities, IITs, NITs or private engineering institutes. Institute of Defence Scientists & Technologists (IDST) will provide support to the institutes for conducting this program, which can be conducted in online as well as offline formats.
https://bit.ly/2Xb40p5

UGC guidelines for Internationalization of Higher Education
https://bit.ly/2X8WFpZ

UGC releases Implementation of Guidelines for Multiple Entry and Exit in Academic Programmes offered in Higher Education Institutions
https://bit.ly/3ttHDHi

AICTE guidelines for Approval of PGDM Institutions for 2021-22
https://bit.ly/3hg94PP

President Kovind presents National Teacher Awards
The national teacher award was awarded to 44 teachers on the occasion of Teachers' Day
https://bit.ly/3E17smB

स्वदेशी Microprocessor Challenge - Innovate Solutions for #आत्मनिर्भर भारत
To provide further impetus to the strong ecosystem of start-ups, innovators & researchers in the country, MeitY announces Swadeshi Microprocessor Challenge made available by IIT Madras शक्ति processors) and C-DAC (वेगा processors), powered by FPGA Boards of XILINX which is supported by CoreEL Technologies.
https://bit.ly/3yRyfyd

E-book on Schemes for MSMEs
https://bit.ly/2X47hpC

Koraput tops NITI Aayog ranking in education
The 'delta ranking' for the aspirational districts measures the incremental progress made by them across six developmental areas of health and nutrition, education, agriculture and water resources, financial inclusion, skill development, and basic infrastructure.
https://bit.ly/2VsF3EF

AICTE announces Special Scholarship Scheme (SSS) for the students of UTs of Jammu & Kashmir and Ladakh
Online registration for Academic Session 2021-22 under SSS J&K and Ladakh is being opened w.e.f. 6th September, 2021 for 10+2 students.
https://bit.ly/3E1UUvl

E-SHRAM portal launched
It is the first-ever national database of Unorganised workers including migrant workers, construction workers, gig and platform workers, etc.
https://bit.ly/2X2gnDA

AICTE Scholarship of Rs 50,000/Yearly for Students With Disabilities
https://bit.ly/3jUyTqg

AICTE Revised Academic Calendar for A/Y 2021-22:
https://bit.ly/38TEW8k

Centre to set up 'Indian Institute of Heritage' in Noida,UP
IIH would offer Masters and Ph.D courses in History of Arts, Conservation, Museology, Archival Studies, Archaeology. This will impact higher education and research in the fields related to rich Indian heritage and its conservation.
https://bit.ly/3jXMqO4

UP to implement State institutional ranking framework (SIRF) to rank technical institutions
The institution will be rated on the basis of their performance and this will also provide a measure to the government to give grants accordingly. The SIRF will compel the institutes to strive hard in achieving a good rank and will create healthy competition among the institutions
https://bit.ly/3l5eBtH

Assam govt to implement NEP in 2022- Upgrade infrastructure in schools and provide jobs to Youth
All high schools would be upgraded to senior secondary school. The government would upgrade the academic infrastructure of the educational institutions for this purpose within a year.
https://bit.ly/3l1mZtW

Lakshadweep launches polytechnic college for benefit of aspiring youth, admissions begin for AY 2021-22
The Lakshadweep administration on Friday announced the launch of a new polytechnic college at Minicoy for the "benefit of the aspiring youth" of the islands.
https://bit.ly/3BSc6BC

Fee waiver for all Calcutta University students in wake of Covid
The University of Calcutta has decided to waive off all kinds of fees for its students for the year 2021-22.
https://bit.ly/3lb7vDM

We aim for Gold, be it Javelin or Robocon

Scan to hear from the Champions

HuT Labs at Amrita Vishwa Vidyapeetham is an engineering research lab using robotics for social causes. The dedicated research lab, HuT (Humanitarian Technology) Labs focusing on Robotics, Health Care, Human Aided Devices, and Embedded Systems and is headed by *Prof. Rajesh Kannan Megalingam* of Dept. of ECE. With more than 50 national and international achievements and recognitions, it is one of top research labs in India w.r.t technology for humanitarian causes. And the latest feather in our cap is students of HuT bagging the top prizes at IDC2021 (International Design Contest 2021) Robocon, one of the esteemed robotic competitions, held at TokyoTech University, Tokyo, Japan. The two-week long competition was held virtually due to the pandemic, from 26th July to 7th August 2021.

Out of the 8 countries that participated, our eleven member student team consisting of *Kota Avinash Hegde, P Vijaya Krishna Tejaswi, K S Sankardas, Gaurav Rudravaram, Kotaprolu Sai Smaran, Devisetty Vijay Kumar, A Sai Deepika, Kusumanchi Surya Shanmukh,* *Aditya Ashvin, Koushik Reddy P* and *Pochareddy Nishith Reddy* from HuT Labs, ECE, Amritapuri Campus made it to the finals, competing with 13 other teams. It is to note that students from HuT Labs have previously won first prizes consecutively in IDC2018 (TokyoTech, Japan) and IDC2019 (MIT, USA). It is an invitation-only based competition, extended to only one top university from 15 countries including Japan, Singapore, China, South Korea, France, Brazil, Mexico, India etc.

When the country celebrated India's first Athlete Gold Medal at Olympics by *Neeraj Chopra*, Amrita students parallely made India proud again at Tokyo by winning: First Prize (by *Sankars Das*), Second Prize (by *Sai Smaran*) and Best Design Award (by *Gaurav Rudravaram*) at the esteemed IDC2021 - Robocon.
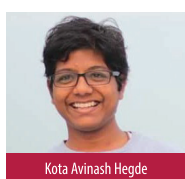
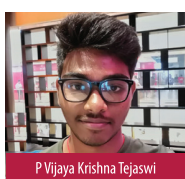FACULTY MENTOR — Dr. Rajesh Kannan Megalingam | 1ST PRIZE — K S Sankardas | 2ND PRIZE — Kotaprolu Sai Smaran | BEST DESIGN — Gaurav Rudravaram | Kota Avinash Hegde | P Vijaya Krishna Tejaswi | Devisetty Vijay Kumar | A Sai Deepika | Kusumanchi Surya Shanmukh | Aditya Ashvin | Koushik Reddy P | Pochareddy Nishith Reddy
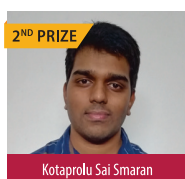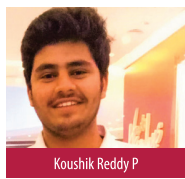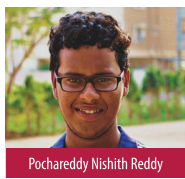
AMRITA VISHWA VIDYAPEETHAM — School of Engineering AMRITAPURI

BUSINESS DIGEST | AUGUST 2021

Research & Innovation

DST grants ₹100 crore for cognitive computing hub at IIIT-Delhi

The hub is set up to create collaborations between industry, academic, and government agencies to innovate and develop data-driven cognitive computing solutions.
https://bit.ly/3nbTIzE

Punjab University students get AICTE seed funding for medical gloves that can detect hand disorders

Students from Punjab University have developed a unique type of gloves that will help to detect and diagnose early complications in hand and finger joints. The invention has been granted a seed-funding of Rs 4 lakh by All India Council for Technical Education (AICTE) for upgrading it into a start-up.
https://bit.ly/3A9XT2k

Merck funds Indian Institute of Technology (IIT) Bombay for Covid-19 research

Research focuses on the development of simple immunoassays using Single Molecule Counting technology for early disease severity marker identification.
https://bit.ly/3ns1MMy

IIT Madras collaborates with VIT Chennai, Queen Mary University of London & Magneto Cleantech to Develop Air Sanitization

This joint research aims to develop a robust low-cost bio-aerosol protection system to suppress air-transmitted diseases in indoor locationsy, with a aim to prevent spread of COVID 19 & Tuberculosis.
https://bit.ly/3hj7qNw

Grand Challenge 2021 on Product Design & Development for Mobile Handset AccessoriesTechnologies

https://bit.ly/3E7Kfza

Anant Fellowship for Climate Action

The Anant Fellowship for Climate Action has opened the last round of applications until September 18 for the 2021-22 academic year. This one-year fellowship gives fellows the chance to work with top climate pioneers in the world and is based on a mentor-mentee framework.
https://bit.ly/3nk7EHZ

Technology & Industry

UpGrad India's 21st startup that has attained unicorn status in 2021

UpGrad, Asia's leading online higher education company, has raised $185 million in a continuous funding round led by Temasek, IFC, and IIFL at a valuation of $1.2 billion.

upGrad Raises $185M, Becomes India's Newest Unicorn at $1.2B Valuation - EdTechReview

IIT Kanpur Sanctions Students Entrepreneurship Policy

The policy introduces the path-breaking concept of "innovation and entrepreneurship credit", which will enable students to pursue their innovative and entrepreneurial aspirations as part of their academic journey.
https://bit.ly/3hIefxN

BYJU's acquires Singapore edtech Great Learning, Toppr for $750 mn

Shareholders of Great Learning and Toppr will now hold 1 per cent in Byju's, as per regulatory filings
https://bit.ly/3hgNpqA

Eruditus becomes 4th edtech unicorn after raising $650 mn

Executive education platform Eruditus has raised $650 million as part of its latest Series E funding round led by Accel US and SoftBank Vision Fund II, valuing the startup at $3.2 billion.
https://bit.ly/3z0EMGG

SAP India, Microsoft and AICTE to Skill 62,000 Women Students in Artificial Intelligence, Cloud Computing and Other Technologies

SAP India and Microsoft announced the launch of a joint skilling program, TechSaksham, for empowering young women students from underserved communities to build careers in technology.
https://bit.ly/3BZLm2j

International News and Articles:

NASA Makes Big Research Investments At Several Universities To Boost STEM Diversity

The $18 million in competitive awards will enable the institutions to tackle some of NASA's most pressing challenges while simultaneously increasing their own research capabilities.

https://bit.ly/3lbhqJw

ETS launches the newest addition to the TOEFL® Family of Assessments – TOEFL Essentials

The TOEFL® Essentials™ test measures the 4 core language skills — Listening, Reading, Writing, and Speaking — using a multistage adaptive design, in about 1 ½ hours.

https://bit.ly/2VqvXrY

US government backing for international education

The first joint statement from the US departments of State and Education in over two decades to support the country's international education ambitions has promised a "shared commitment" to promote the country as a study destination and the benefits of global academic engagement.

https://bit.ly/3CdkBYn

World Economic Forum: 3 ways to disrupt education and help bridge the skills gap

https://bit.ly/38QlTM2

New Zealand consulting on international education as a national priority

Policy makers in New Zealand are looking to be proactive in using the disruption to the international education sector as a result of Covid-19 to orchestrate a fundamental reset.

https://bit.ly/3E31Qbz

India's professors doubling up as entrepreneurs

https://bit.ly/3tA9iGw

World Economic forum: These are the skills young people will need for the green jobs of the future

https://bit.ly/2X2GzOr

Digital learning is real-world learning. That's why blended on-campus and online study is best

https://bit.ly/3BXq6dg

FICCI Desk

Key Initiatives:

1. Framework for Accreditation of Online Education in India
2. Taskforce on Reducing Compliance burden in higher education
3. Taskforce on Technology integration in higher education
4. Taskforce on Export of Educational Services

Recent events held:

- Webinar on 'Legal Education in India: A Global Perspective', Sept 08, 2021
- Webinar on 'Literacy over the years: India's Growth Story', Sept 08, 2021

Upcoming Events:

- Office of the Principal Scientific Advisor (OPSA)- FICCI 'Innovation and Science @ Bharat' Series : Session on Converting Waste to Wealth in Automobile Sector, September 18, 2021
  For details write to us : education@ficci.com

- FICCI SRMIST Virtual Conference, Sept 28, 2021
  Registration link : https://bit.ly/3BXbbjp

- **Knowledge and Learning Week @Dubai Expo, December 12-23, 2021**

The Expo 2020 will be the world's greatest show of human brilliance and achievement. Expo will showcase innovation, inspiration, and the most brilliant talent from 192 countries in one spectacular futuristic destination. A global celebration, it will empower visitors to connect, collaborate, create and be inspired. By allowing visitors to explore the promise and potential of its subthemes – Opportunity, Mobility and Sustainability – it will deliver lasting, positive impact for people and communities across the world.

The entire programme will include industry engagements, conferences, seminars, B2Gs, B2Bs, CEOs Meetings, keynote sessions, workshops etc at the India pavilion. The Indian contingent will also visit and participate in the events/ sessions in the different country pavilions. The program also includes visits to organisations in the UAE (outside the Dubai Expo site).

For participation, reach out to us at: nidhi.jain@ficci.com

Higher Education Committee Leadership

Dr Vidya Yeravdekar	Dr Rupamanjari Ghosh	Dr Sekar Viswanathan	Dr Rajan Saxena
Chair FICCI Higher Education Committee and Pro-Chancellor Symbiosis International University	Co-chair FICCI Higher Education Committee and Vice Chancellor Shiv Nadar University	Co-chair FICCI Higher Education committee and Vice President VIT University	Advisor FICCI Higher Education Committee and Founder The Open-Ed Works

Branding and Advertisement Opportunities

Category	Offerings	Amount/Fee (Per edition)
Launch of a Program/Admission Announcements/Recruitments	Advertisement (half page/ full page)	Half Page Advertisment : INR 55,000 +GST Full Page Advertisment: INR 90,000+GST
Launch of a Program/ Admission Announcements/Recruitments	Full page Advertorial (write up upto 250 words + half page advertisement)	Full page Advertorial: INR 1.25 lakhs+GST
Announcement of Govt/Industry tie-up	Advertisement (half page/ full page)	Half Page Advertisment : INR 55,000 +GST Full Page Advertisment: INR 90,000+GST
Announcement of Govt/Industry tie-up	Full page Advertorial (write up upto 250 words + half page advertisement)	Full page Advertorial: INR 1.25 lakhs+GST
Announcement of International Tie-ups	Advertisement (half page/ full page)	Half Page Advertisment : INR 55,000 +GST Full Page Advertisment: INR 90,000+GST
Announcement of International Tie-ups	Full page Advertorial (write-up upto 250 words + half page advertisement)	Full page Advertorial: INR 1.25 lakhs+GST
Showcasing of Institutional Achievement	Advertisement (half page/ full page)	Half Page Advertisment : INR 55,000 +GST Full Page Advertisment: INR 90,000+GST
Showcasing of Institutional Achievement	Full page Advertorial (write up upto 250 words + half page advertisement)	Full page Advertorial: INR 1.25 lakhs+GST
Back cover advertisement*	Back cover advertisement*	Back cover advertisment:INR 1.5 lakhs + GST

*subject to terms and conditions

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