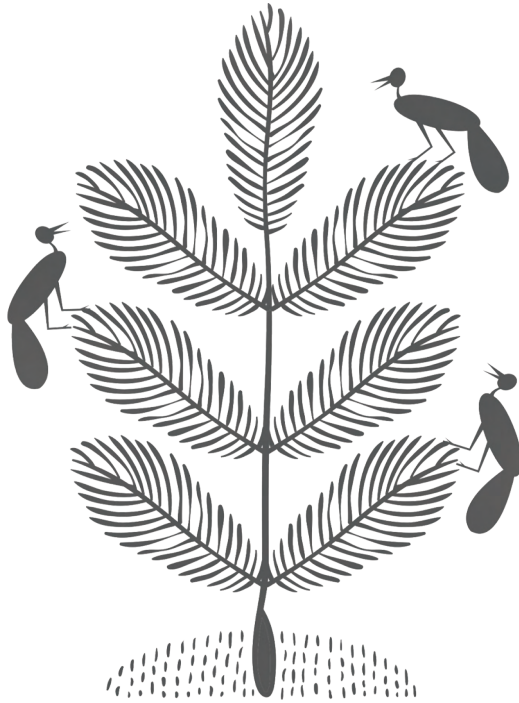




Higher Education Analytics & Regional Trends

2023-24





HEART

Is the heartbeat of Indian Higher Educational Ecosystem , transforming data into a roadmap for regional and academic excellence. With every trend analyzed, we inspire progress and elevate the future of India's Youth.



Exploring the Pulse of Education

Delve into the depth & breadth of our report's coverage, spanning key areas & insights crucial for informed decision making.

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Foreword (Letter From the CEO)

Letter to Our Readers,

It is with a sense of deep gratitude and pleasure that I present to you the inaugural edition of CollegeDekho's "Higher Education Analytics and Regional Trends - HEART" report. Our effort at unlocking India's true potential with insights and trends about the Higher Education landscape in India.

We founded CollegeDekho with the belief that right guidance at the right time for any human being can change the course of one's life. We also understand that access to high quality Higher Education can be truly life altering - to an extent that it can bring people out of generational poverty.

We exist to help students get to the right college and help colleges to teach them better. With nearly 200 Million in website sessions and ~60% of private college aspirants seeking assistance in their higher education journey in India, all of us at CollegeDekho believe it to be our responsibility to leverage our data sets to enrich the conversations and decision making around higher education in India.

The HEART report covers trends from discovery till admission for students choosing to pursue higher education while keeping the student at the very centre of our efforts.

This inaugural edition of the "HEART" report represents this commitment in empowering India's policymakers, higher education institutions, other education organisations, investors as well as friends in the media with the required insights to help improve access to high quality higher education for every single Indian. The HEART report doesn't just show the current state of Higher Education in India; but is a Trend Report that captures the trends over the last 3 years in Higher Education.

We recognise that access to guidance and to higher education is not merely a privilege but a human right. It is this conviction that fuels our pursuit of democratising access to college and admission counselling and to higher education opportunities across India.

I invite you to join us on this journey of data led discussion and decision making, where shared knowledge of trends becomes the catalyst for positive change for India. Together, we can reshape the narrative and path for higher education in India, ensuring that every aspiring mind has the opportunity to thrive, grow, and contribute to the nation's prosperous future.



Ruchir Arora
CEO & Co-Founder
CollegeDekho

Message from our Co-Founders

"At CollegeDekho, we believe that knowledge is the key to unlocking the boundless potential of India's youth. The HEART report is our contribution to this mission, providing a comprehensive understanding of the higher education ecosystem. Through data-driven insights and regional trends, we hope to inspire collaborative efforts that will democratise access to guidance and educational opportunities. Let this report be a catalyst for positive change, empowering every student to pursue their dreams and shape a brighter future for our nation."



Rohit Saha
Co-Founder
CollegeDekho

"Education is the great equalizer in our society. It has the power to transcend barriers and unlock the true potential within every individual. At CollegeDekho, we are on a mission to democratise access to higher education guidance and opportunities. The HEART report is a testament to our commitment towards empowering India's youth with the insights they need to make informed choices about their academic journeys. We believe that by bridging the gaps in information and guidance, we can pave the way for a more equitable and prosperous nation."



Saurabh Jain
Co-Founder
CollegeDekho

The CollegeDekho Story

India's largest higher education ecosystem

CollegeDekho is India's Largest Higher Education ecosystem. Started by Ruchir Arora (CEO & Co-Founder), Saurabh Jain (Co-Founder) and Rohit Saha (Co-Founder) in 2016, it has grown to be the most preferred destination for students to get guidance to reach the right college and for colleges to teach them better.

Despite 11 million students enrolling in colleges annually, India continues to grapple with a Gross Enrollment Ratio (GER) of 28.3% in higher education. The majority of students who reach college are first-generation learners, lacking access to essential professional guidance for college selection and career paths, leading to heightened anxiety and suboptimal career choices. With a staggering 54,000 colleges across the country, the scale of anxiety and fear amplifies.

CollegeDekho is on a mission to help students reach the right college and to help colleges to teach them better. We aspire to alleviate the higher education-induced stress and apprehension faced by students and to help bridge the gap between student aspirations and industry-needs by working closely with Colleges to co-curate programmes that make students Job-Ready under CollegeDekho **"Assured"**. CollegeDekho introduced CollegeDekho Assured with a clear focus on industry-relevant future skills being taught along with regular degree programmes offered by partner colleges. "Assured" by CollegeDekho could help bridge the employability gap by curating learning interventions as part of the students' degree programmes and helping students to be job-ready.

CollegeDekho has also pioneered a Common Application Form that enables students to apply to thousands of colleges using a single form. This helps students save time, money and effort required while submitting individual forms.

The company is democratising access to free professional college and admissions counselling for every student. By empowering them with valuable insights, students are enabled to make well-informed decisions regarding colleges, courses, and career trajectories. Additionally, CollegeDekho's efforts extend to enhancing the student's overall learning experience and equipping them with the necessary skills to thrive in the job market.

CollegeDekho India's Largest Higher Education Ecosystem

≈ 50%

Of Indian college aspirants choose us

200,000+

Students Enrolled

≈ 200Mn+

Website sessions

\$730Mn

Fees enabled for colleges

1.2Mn+

Students counselled

35,000+

Colleges listed



REVOLUTIONIZING EDUCATION. TRANSFORMING INDIA.



About the HEART Report

Higher Education Analytics and Regional Trends

The HEART report is an expression of CollegeDekho's commitment to being a data and insights led catalyst for discussions and transformative change in India's higher education system.

The HEART report goes beyond just statistics and looks at entire student journey from discovery to decision making. It looks at search patterns, demographic and socio-economic dynamics as well as migration trends to help discover the challenges and opportunities that lie ahead.

HEART report looks to show India's heart when it comes to "Search" patterns across Degrees and Colleges while also looking at data and insights about overall Enrollments as well as "Digitally Enabled Enrollments".

On one hand, it helps us get a perspective about overall trends based on other sources while comparing it to digitally enabled enrollments for digitally active students based on CollegeDekho's data.

The Annual HEART report aims to be a catalyst of discussion and decision making for India's higher education ecosystem from CollegeDekho - a leader in the higher education ecosystem in India.

The HEART Report and its insights seeks to enable collaborative action, fostering dialogue and synergy among diverse stakeholders. It seeks to discover the disparities, enable targeted interventions that democratise access to quality education, regardless of circumstance or background.

This report is a testament to CollegeDekho's unwavering commitment to empowering India's youth, unlocking their dreams, and propelling the nation towards a brighter, more equitable, and prosperous tomorrow.



25 OFFICIAL LANGUAGES

122 MAJOR LANGUAGES

1599 OTHER LANGUAGES

19500

TOTAL LANGUAGES AND DIALECTS

1400 MILLION PEOPLE

NEARLY 5 TIMES THAT OF USA

10 TIMES THAT OF RUSSIA

20 TIMES THAT OF THE UK

9.7 MILLION TEACHERS

400 AIRPORTS

145 MILLION PEOPLE USE ENGLISH

97 MILLION PEOPLE SPEAK BENGALI

600 MILLION SPEAKS **HINDI**

67000KM

RAILWAYS NETWORK

5.5 MILLION KM

ROAD NETWORK

SECOND-LARGEST

EXPORTS

USD 300 BILLION

IMPORTS

USD 450 BILLION

ANNUALLY

7,517

WATERSHEDS

UNION OF 28 STATES

FASTEST GROWING ECONOMY

8 UNION TERRITORIES

32,87,263 SQ. KM IN SIZE

OVER 500 SATELLITE TV CHANNELS

20000+ NEWSPAPERS

25000+ PUBLICATIONS

751.5 MILLION INTERNET USERS

OVER 700 RADIO STATIONS

1.1 BILLION

CELLULAR PHONE REGISTRATIONS

USD 3.7 TRILLION ECONOMY

HIGHER EDUCATION

GROSS ENROLMENT RATIO (GER)

28.3%

77.77%

LITERACY RATE APPROX

30 MILLION CHILDREN ENROLLED IN PRE-PRIMARY SCHOOLS

75 MILLION STUDENTS SECONDARY AND HIGHER SECONDARY SCHOOLS

Let's look at a few facts about India that help you understand how difficult it is to understand its complexity, socio-cultural truths, socio economic factors, linguistic factors and then solve any problem.

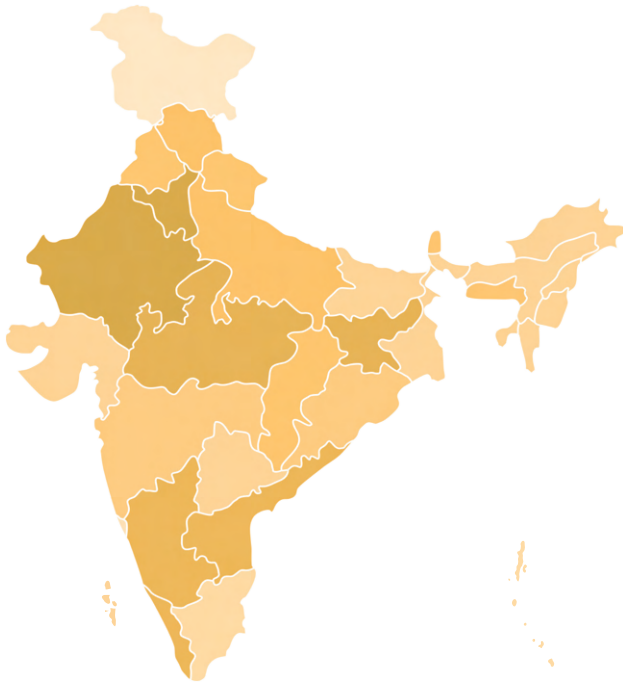
In the tap India's fu

higher education
is the thread that
knowledge, innova

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weaves together
tion, and progress.**

Exploring the Higher Education Landscape

Largest in the world, severely underfunded, growing rapidly with regulatory and economic tailwinds.



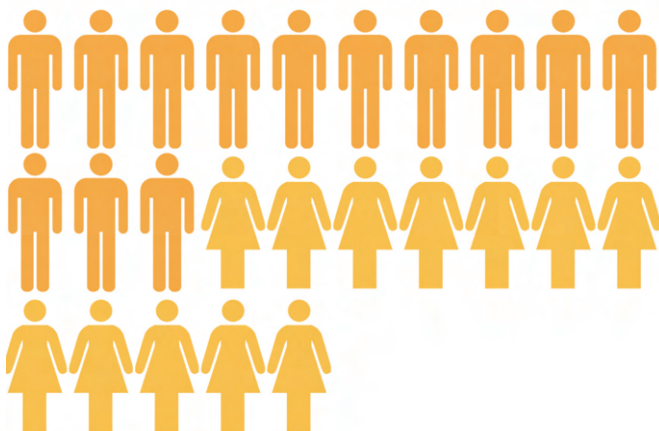
**28 States,
8 Union Territories**

54.5k+

Total Colleges + Universities



= 3031

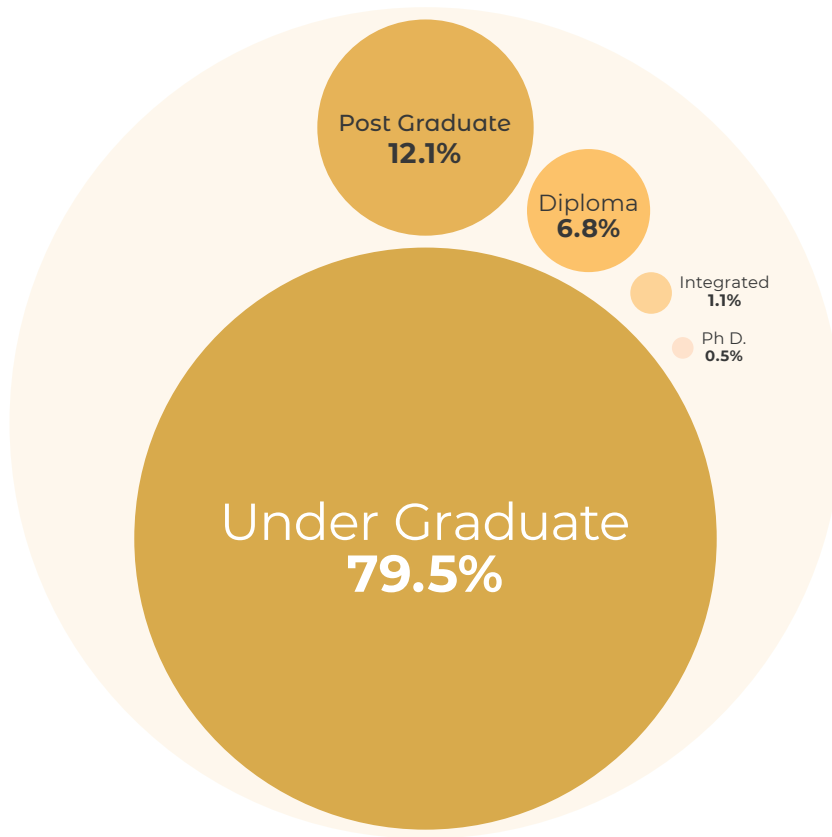


43M+ Students

India boasts a total of 4.33 crore students pursuing higher education, with nearly half, 47.8%, being female; also reflecting a significant stride towards gender inclusivity in academia

= 1732000

Level Wise Higher Education Enrollment



By dissecting a comprehensive breakdown of enrollment percentages across various academic levels, the report offers valuable insights into the prevailing trends and patterns shaping the educational journey of students across the country.

\$2000

Fees

2x of K-12



\$ = \$400

\$1.1Bn

Funding

1/8th of K-12



🐷 = \$220Mn

28.3% ↑

GER

Growing fast with economic & government tailwinds.



📖 = 10%

Executive Summary

India's higher education sector is over USD 67Bn and is undergoing a transformative shift, fuelled by the nation's growing aspirations and the increasing digital empowerment of its youth. In the education sector of India which is over 135Bn, Higher Education is by far the largest yet the least invested sector when it comes to funding of startups in the sector. With Fees of nearly USD 2000 (2X that of K-12), one-twelfth of funding has gone into higher education startups in India.

India's Gross Enrollment Ratio (GER) in Higher Education is at 28.3% but with government tailwinds behind it, we are seeing a growth in GER year on year now. Driven by the National Education Policy 2020 (NEP2020), India's higher education sector is indeed seeing a transformation never seen before and there has never been a better time than now to dive deeper into the higher education sector in India to unlock value for the nation and for investments in the sector.

This inaugural HEART (Higher Education Analytics and Regional Trends) report by CollegeDekho offers an in-depth analysis of the evolving trends, preferences, and dynamics shaping the pursuit of higher education across India.

The report uncovers a striking dichotomy between online search trends and actual enrollment patterns on the ground. The CollegeDekho HEART report also showcases how digital access drives higher career orientation amongst digitally enabled students.

While "Education" emerges as the most searched stream online, the maximum enrollments occur in the Humanities stream nationwide. However, when it comes to digitally empowered students with college guidance facilitated by CollegeDekho, Engineering takes the lead, reflecting a career-oriented mindset among the digitally empowered student population and is closely followed by "Management" and "Science".

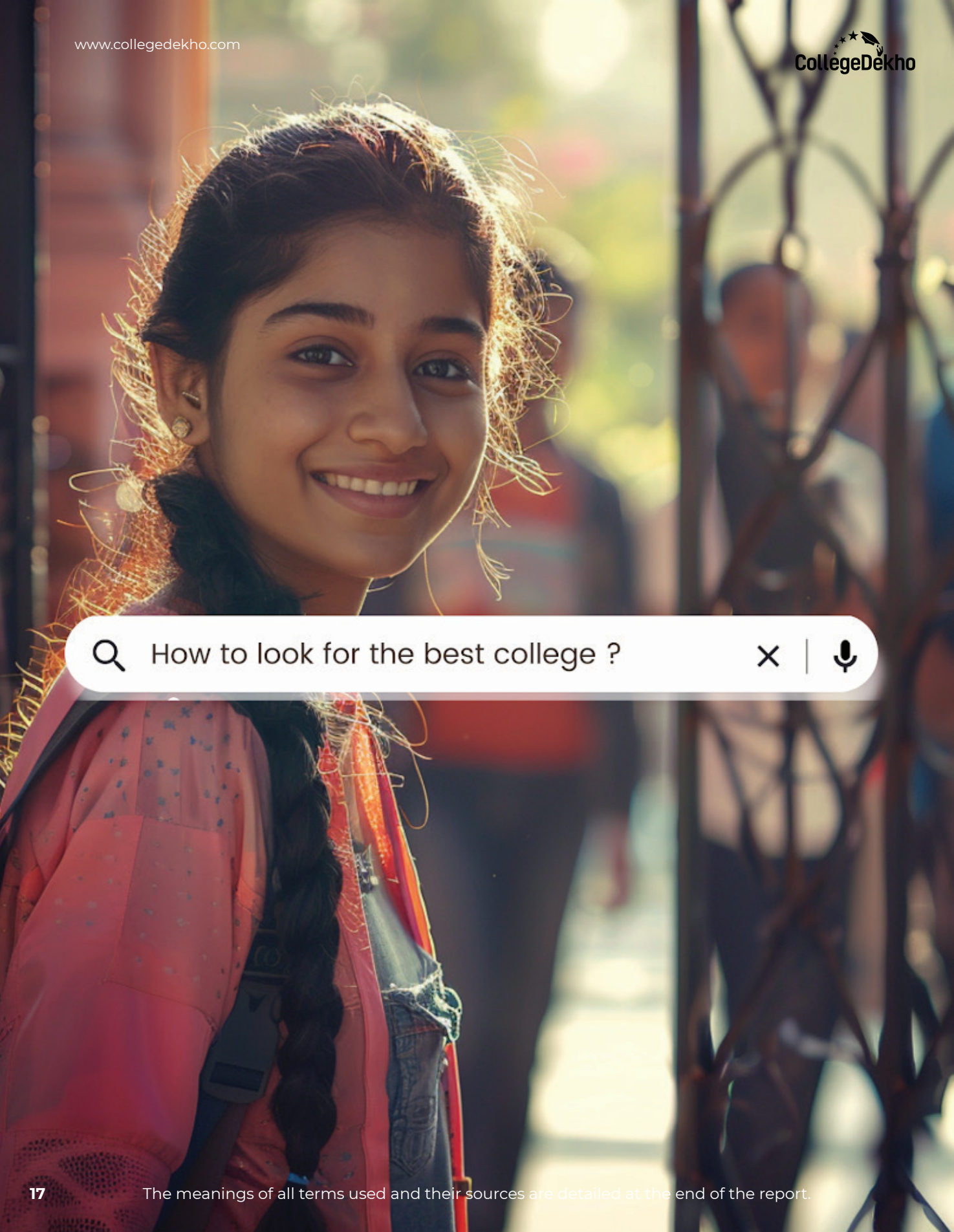
Regional disparities in college penetration persist, with states like Uttar Pradesh recording the highest number of colleges while others, like Bihar and West Bengal, lag behind despite their substantial youth populations. However, a promising trend emerges as intra-state migration (migration within the state) for higher education surges from 31% to 42% over three years, indicating improved educational infrastructure within states.

Inter-state migration, once a prevalent phenomenon, is witnessing a decline amongst the Digitally enabled students, dropping from 36% to 28% over the same period. Punjab emerges as the top destination for inter-state migration, attributed to the presence of well-established private universities. Concurrently, states like **Uttar Pradesh and Karnataka are experiencing an influx of students,** driven by their expanding higher education ecosystems.

The report uncovers a **stark contrast** between the **degree preferences of digitally empowered students** and the **overall enrollment trends.** **While Bachelor of Arts (BA) dominates overall enrollments across India, students with digital access and guidance gravitate towards career-oriented degrees like Bachelor of Technology (BTech) and Master of Business Administration (MBA).**

As India's digital revolution gains momentum, with over 750 million internet users, the report underscores the pivotal role of platforms like CollegeDekho in guiding students towards informed and career-focused educational choices. By bridging the gap between aspirations and opportunities, CollegeDekho is paving the way for a future where India's youth can unlock their full potential and contribute to the nation's prosperous future.

At over 41 Lakhs (4.1 Mn), CollegeDekho guides college aspirations of nearly 60% of India's private college aspirants. This report juxtaposes the aspirations and choices of these digitally empowered students and is our attempt to uncover trends and choices which can help policy makers, HEIs, key players in the sector and the nation at large. We believe the trends and insights from this report will help us shape a better future for our nation driven by guidance, nurturing and skill development of India's youth.



How to look for the best college ?



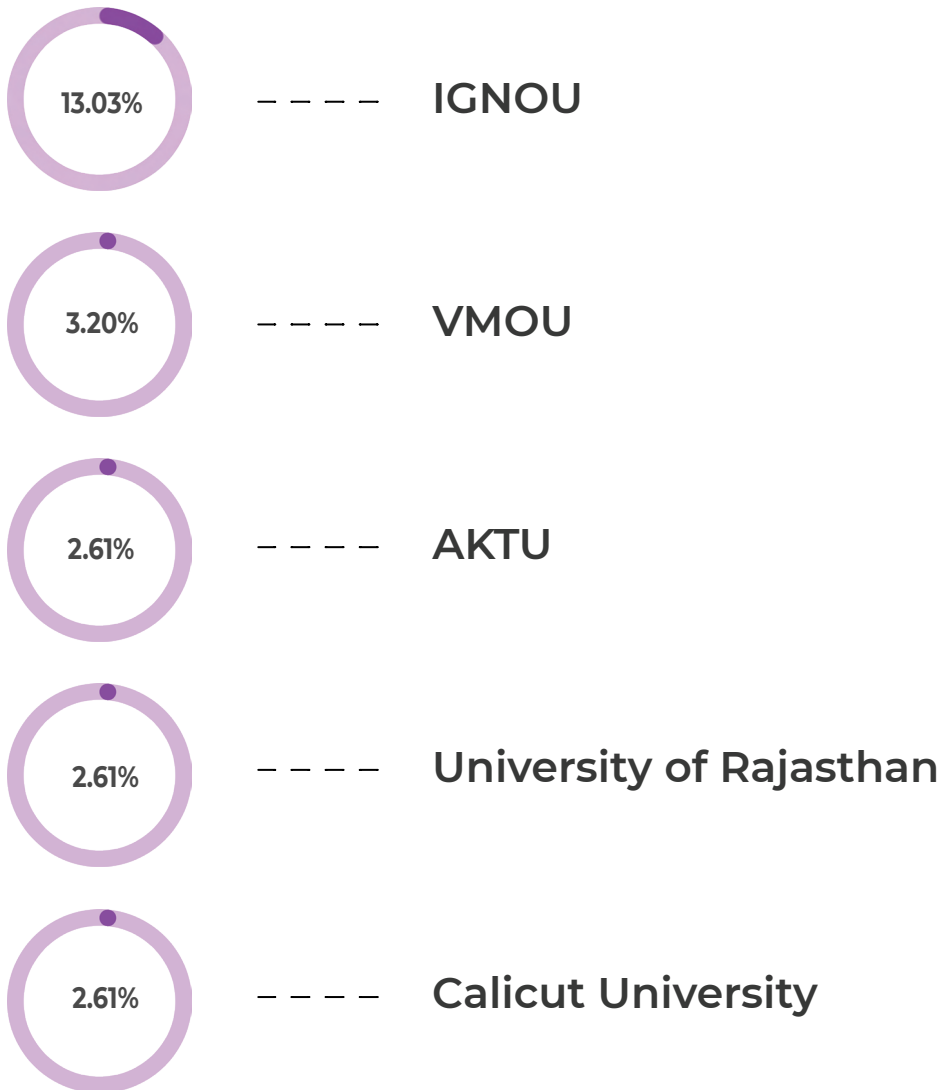
India's College Search Trends

With over 11 million students enrolling in higher education institutions annually, India has one of the largest student populations in the world. As the demand for quality education continues to soar, understanding the college search trends and preferences of Indian students becomes paramount for educational institutions, policymakers, and industry stakeholders.

Searches vs Digitally Enabled Enrollment

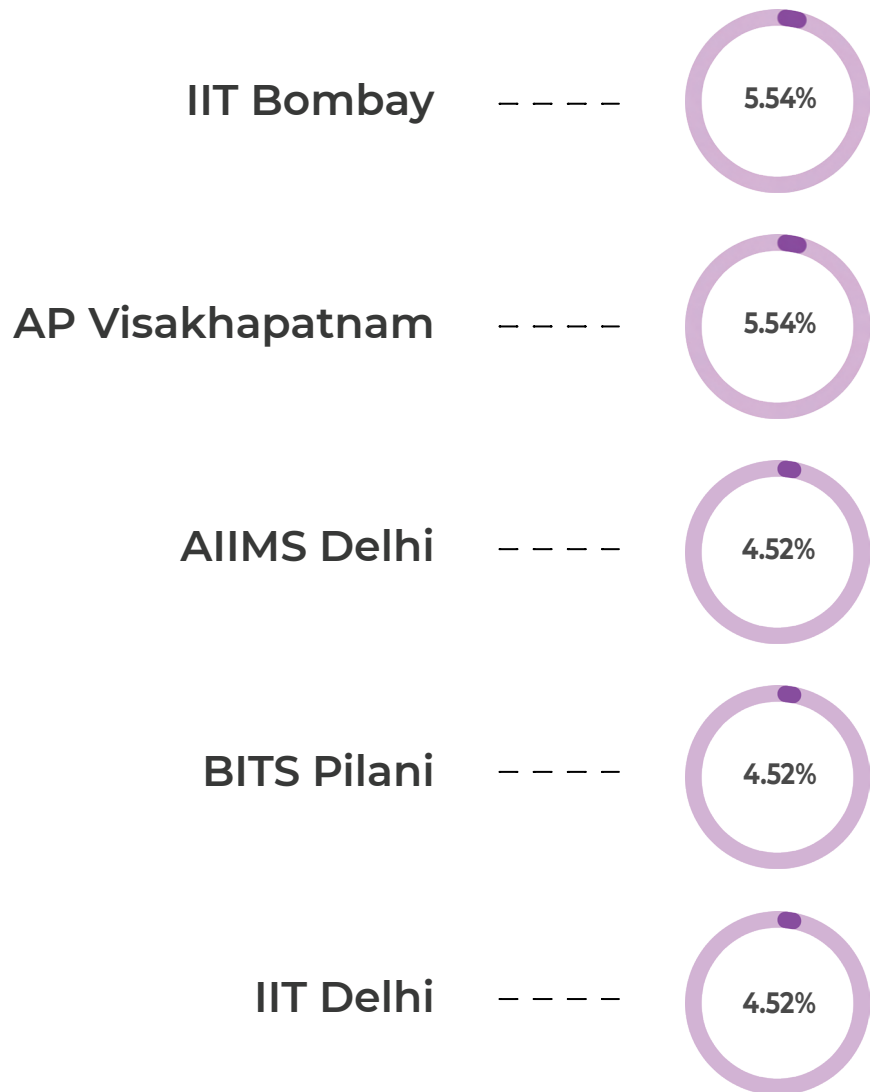
It would seem natural that the top University that is being searched online is a large, known, national university. IGNOU, VMOU and AKTU round off the top 3 searched universities on Online Search Engines.

Top 5 Universities based on searches



When it comes to colleges, we see some of the most illustrious names being part of the top 5 with “AP Visakhapatnam” featuring amongst colleges as a surprise name.

Top 5 Colleges with highest search volumes



Top Private Colleges For Digitally Enabled Enrollment

This section of the HEART report outlines the leading private institutions at the forefront of digital enrollment. Our analysis spotlights the top colleges excelling in attracting students through innovative online platforms, highlighting their commitment to embracing technology and enhancing the student experience by setting new standards in streamlining the admission process, making higher education more accessible and efficient for aspiring students.

Sandip University	Chandigarh University	JECRC University
DPG Degree College	Chandigarh Group Of Colleges Landran	Lovely Professional University
CV Raman Global University Bhubaneswar	Renaissance University	Indus University
Mohan Babu University	Oriental University	Dr. M.G.R. Educational And Research Institute
SAGE Univesity	Chandigarh Group of Colleges Jhanjeri	Parul University

*This data is in no particular order.



The most searched universities are government and open ones with VMOU and IIT Bombay leading in the search trends but the most number of Digitally Sourced enrollments happen for regional private universities offering a vast and diverse range of courses like LPU, Parul, GITAM, Chandigarh University etc.



The true measure of a nation's progress lies not in its wealth or power, but in the accessibility and excellence of its educational institutions.



College Penetration :

PLENTY

but need better distribution

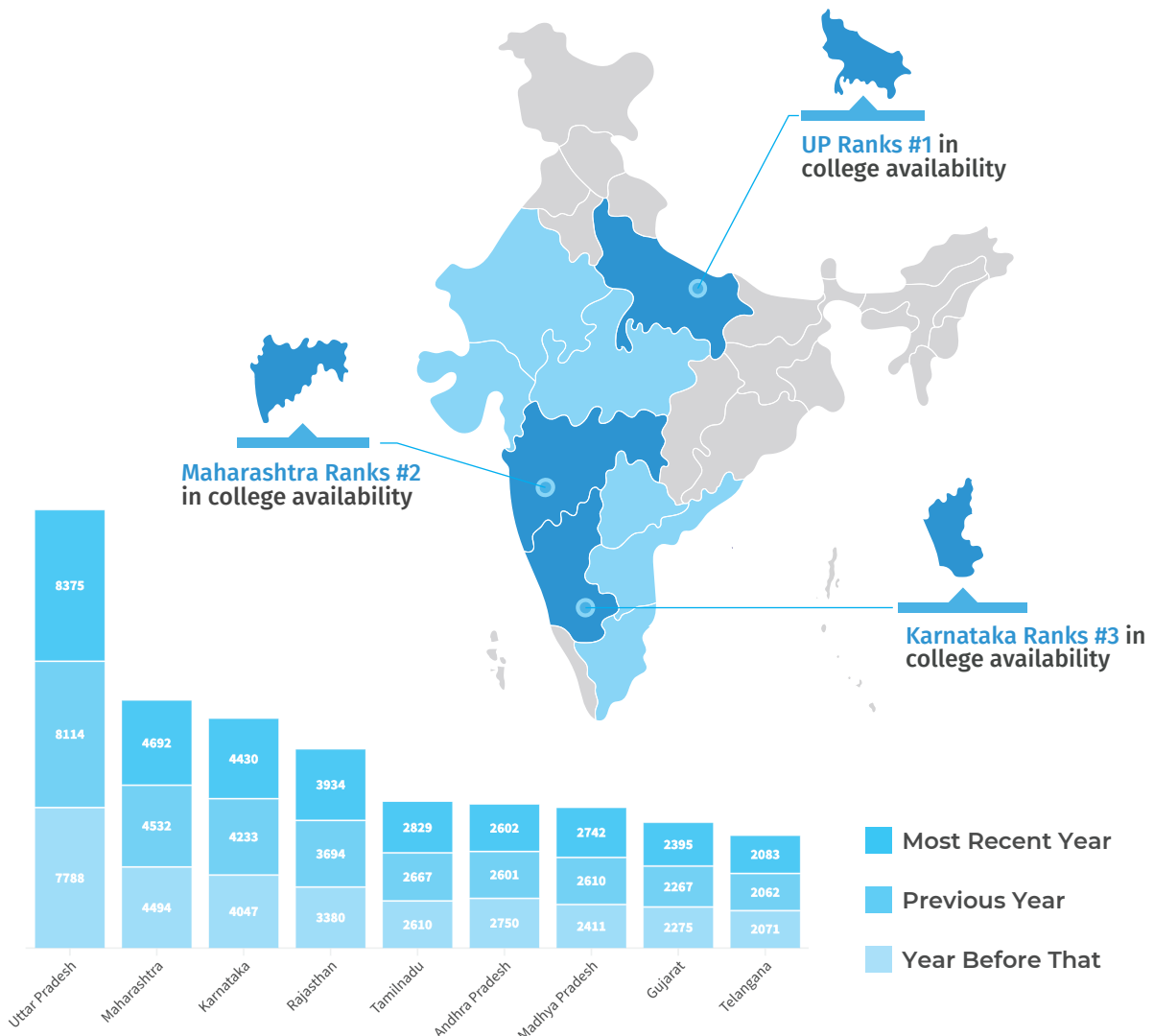
India aspires to be a Top 3 economy in the world and our Higher Education needs to be the fuel for that dream to come alive. India has over 54K colleges and universities spread across all 28 States and 8 Union Territories. That said, their dispersion across India is not necessarily in line with the population. Some of our districts and states have very high college count whereas some really populous districts and states lack the higher education infrastructure that they so badly need.

What's heartening is to see a reversal in trend in the last 5 years. We are seeing some really populous states beginning to have the appropriate number of Higher Educational Institutions (HEIs). That said, it is a journey and while the seeds have been sown, it'll take some time before college density begins to reflect the population density and plays its part in shaping a better future for India and Indians alike.

Top States and Districts with most colleges: 3-year story

India has 28 States and 8 Union Territories and while there are over 54K Universities and Colleges that cover the country, not all states or districts have similar dispersion based on population. This section looks at the 3-year trend of the Top states and districts with respect to College Penetration. This would help us understand which states or districts are moving up the ladder with more number of colleges coming into the district or state and which ones are going down.

The coloured section highlights the top 10 states with maximum number of colleges with darker colour representing top 3.



Top 10 Districts with maximum number of colleges in india

Bengaluru Urban 1009	Jaipur 606	Pune 467		Bhopal 326	Nagpur 325
	Hyderabad 482	Prayagraj 363	Rangareddi 352	Guntur 301	Ghazipur 300

Bengaluru Urban 1058	Jaipur 671		Bengaluru Urban 1106	Jaipur 703	
	Hyderabad 488			Hyderabad 491	
Pune 466	Bhopal 327	Ghazipur 316	Pune 475	Bhopal 344	Nagpur 326
Prayagraj 374	Sikar 308	Nagpur 318	Prayagraj 398	Ghazipur 333	Sikar 330
Rangareddi 345			Rangareddi 349		

■ Most Recent Year
 ■ Previous Year
 ■ Year Before That

HEART Insights:

While Uttar Pradesh (UP) has the maximum number of colleges & the highest population, only two districts from UP feature in the top 10 districts i.e., Prayagraj and Ghazipur

Bihar and West Bengal have the 2nd and 4th highest population in 18-23 yrs bracket yet, no district features in the Top 10 from these states in the pecking order for College penetration

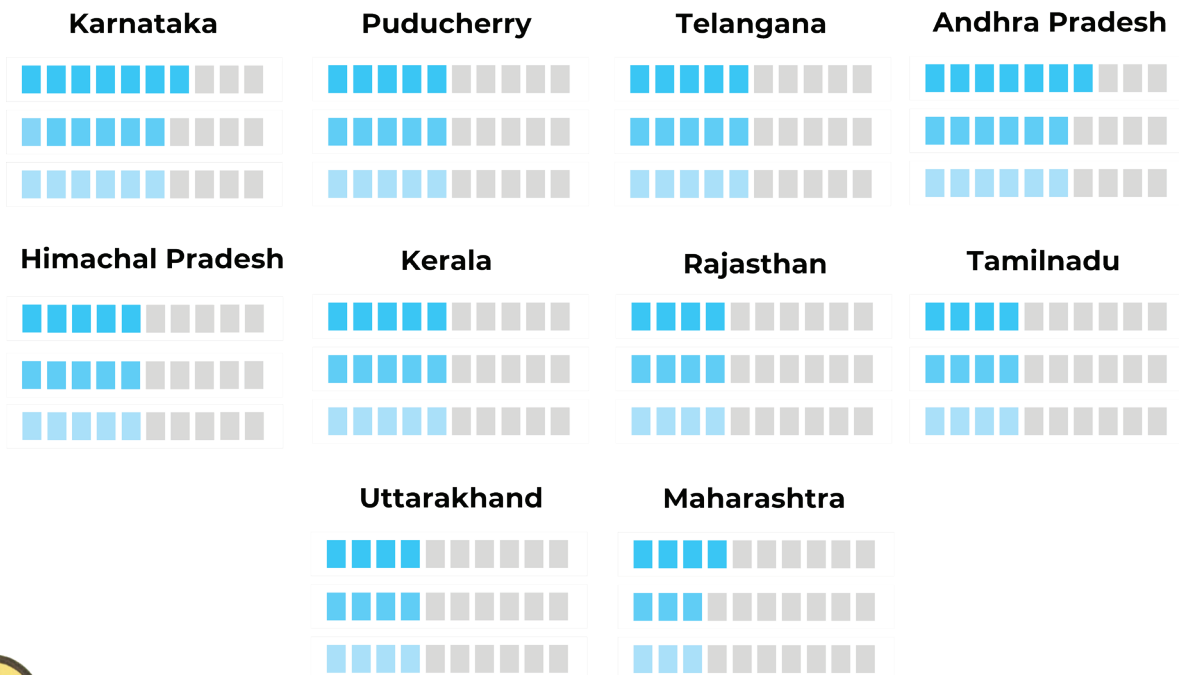
Tamil Nadu is the 7th largest state of India by population but none of its districts appear in the Top 10 despite a large youth population

18-23 Population vs College Density Top States (Overall)

India's 18-24 years population is approximately 175 Million and we have around 54K colleges and universities across the country. Compare that to the United States of America which has 4000+ colleges for a population of 31 Million and thereby has one college every 7750 people while India has one college every 3240 people. This picture though changes rather drastically the moment we look at the College Density (College Availability every 10,000 people) at a District or State level in India. Through this section of the HEART report, we seek to unravel the Trends of the last 3 years when it comes to College Density for States and Districts.

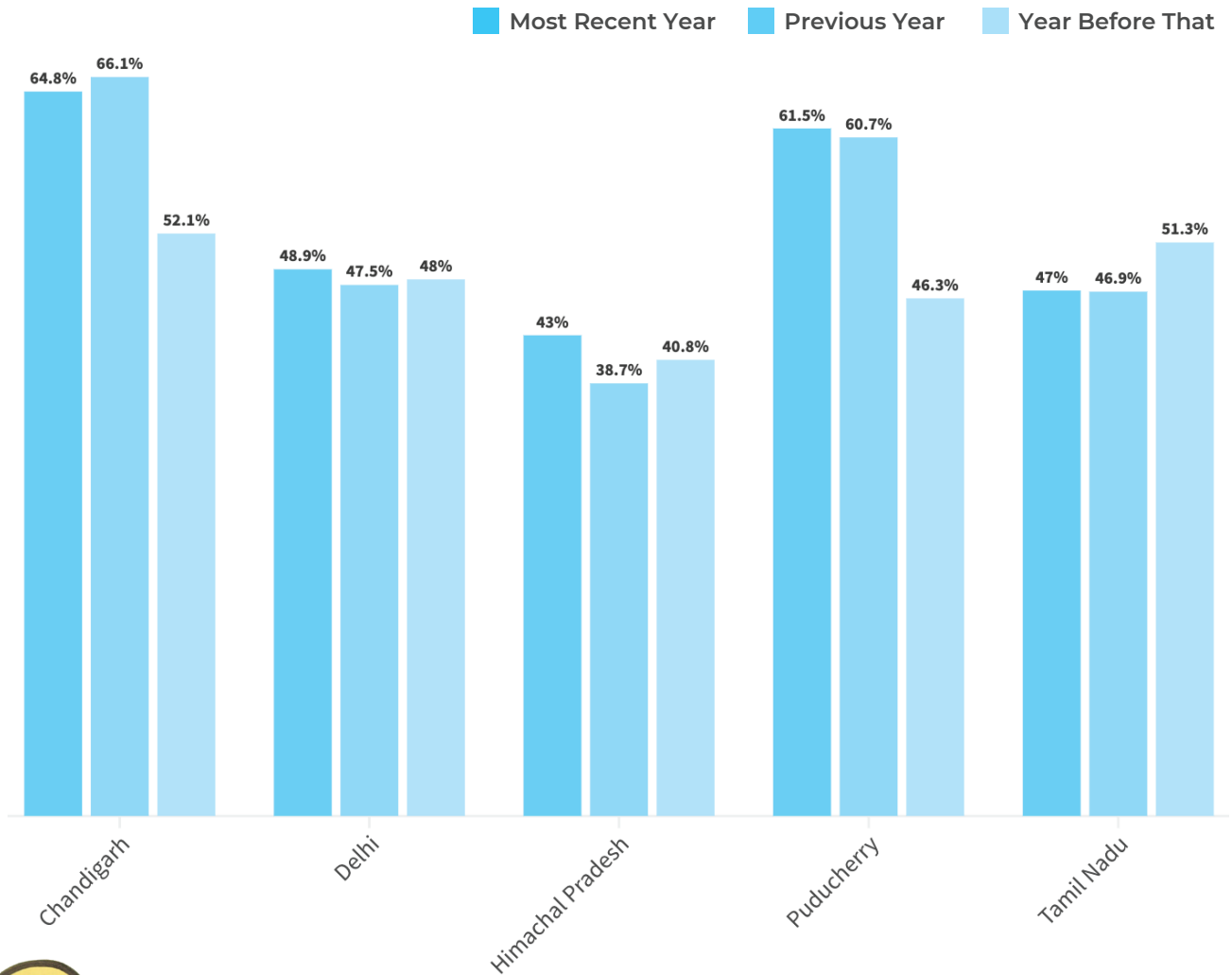
Number of Colleges Available per 10K Students (Top 10 states)

■ Most Recent Year
 ■ Previous Year
 ■ Year Before That



- While Uttar Pradesh has the maximum number of colleges, Karnataka has better college availability in terms of college options @ 7 colleges per 10K students.
- The states with the lowest number of college options per 10K students and have a sizable 18-23 population are Jharkhand, Delhi and Bihar.

18-23 Population vs Admissions Top States (Overall)



- The Top 10 most populous states are not the Top 10 for enrollment (Uttar Pradesh, Bihar, Maharashtra, West Bengal, Madhya Pradesh, Rajasthan, Gujarat, Tamil Nadu, Karnataka and Andhra Pradesh) & (Chandigarh, Puducherry, Delhi, Tamil Nadu, Himachal Pradesh, Uttarakhand, Kerala, Telangana, Sikkim and Arunachal Pradesh) respectively.
- In the states of Sikkim and Tamil Nadu, the % enrollment has gone down from 76% and 51% to 39% and 47% respectively over the last 3 years.
- Karnataka ranks 1st in college density but ranks 12th in enrollment percentage.

With eyes o
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How India v How India

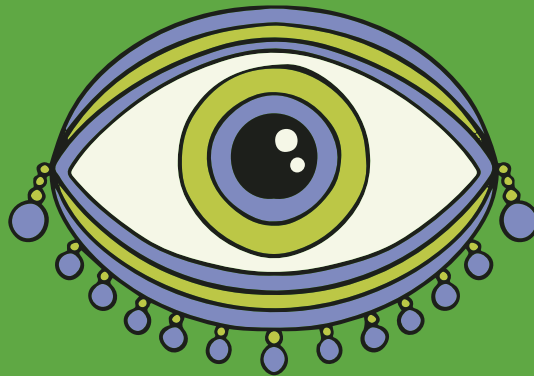
As per surveys, it is estimated that 60% of India's youth between 6 years and 17 years of age have access to a smartphone and are online for about 2-3 hours of day. This means that they have the power to choose their higher-education path in a more informed manner.

When it is about accessing Degree or Course related information via Online Search Engines and finally choosing the Degree, India's heart seems to beat differently. As per the HEART analysis, the searches are heavily biased towards "Education" as a stream but when it comes to finally taking admission in a college, Humanities rules the roost. This, however, changes once again when it comes to students who take admissions and admission guidance via the digital or digitally-enabled route. For these students, the preferred choice of stream is Engineering which reflects that they have different ambitions and have had access to more information and guidance, thereby enabling a more career-oriented choice.

Searches

S

Behaves?



The mark of higher education isn't the knowledge you accumulate in your head, It's the skills you gain about how to learn

-Adam Grant

Digital Access Drives Career Orientation

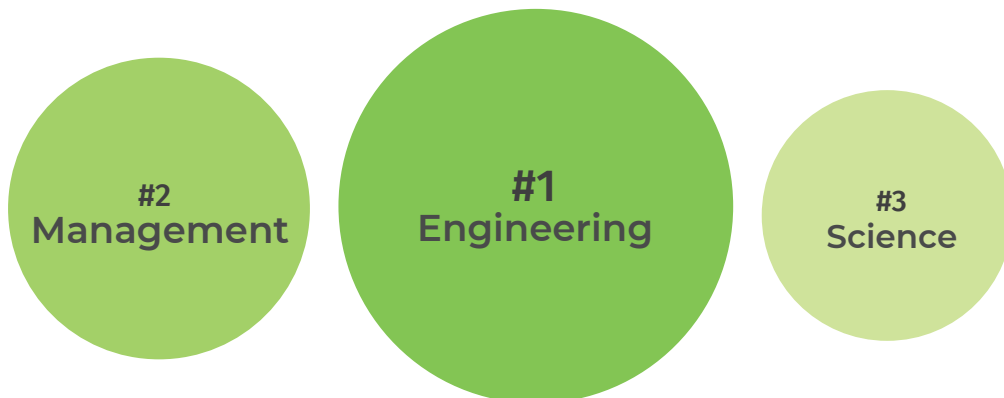
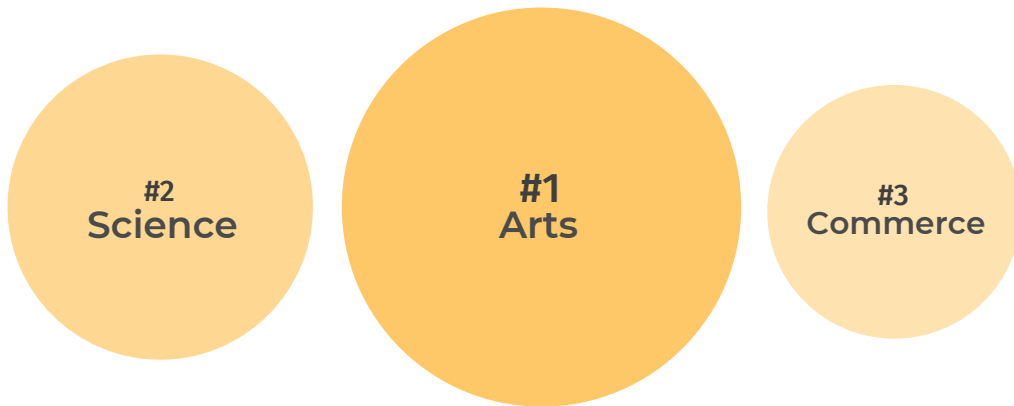
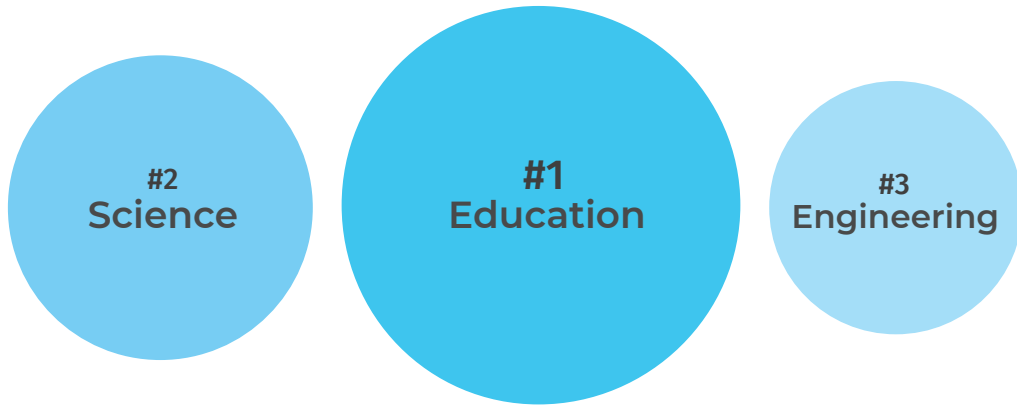
One would imagine that with greater internet penetration, India's youth would be searching for career and therefore the course choices that are more job-oriented. That myth, however, is busted the moment one looks at the trending streams.

For the digitally empowered with online search engines at disposal, **“Education as a stream is the Top Searched Stream”**. This picture changes drastically the moment one looks at All India **Enrollments** which has **“Humanities”** as the Top stream of choice followed by Science and Commerce. So the old choice still prevails at an overall level although the searches are for Education, Information Technology and Science streams.

When you contrast this with the choices made by those who are both digitally enabled and receive guidance from tech-enabled counsellors as a part of Digitally Enabled Enrollment bucket, it is the career-orientation of the streams that stands out. **Engineering** rules the roost here followed by another career-oriented stream of **Management** and then followed by **Science**. Quite clearly, **with greater digital literacy and access to college guidance, the choice of stream changes to those with better career prospects.**

Top 3 Streams - Search vs Enrollment

■ Searched Streams ■ Overall Enrollments ■ Digitally Enabled Enrollments

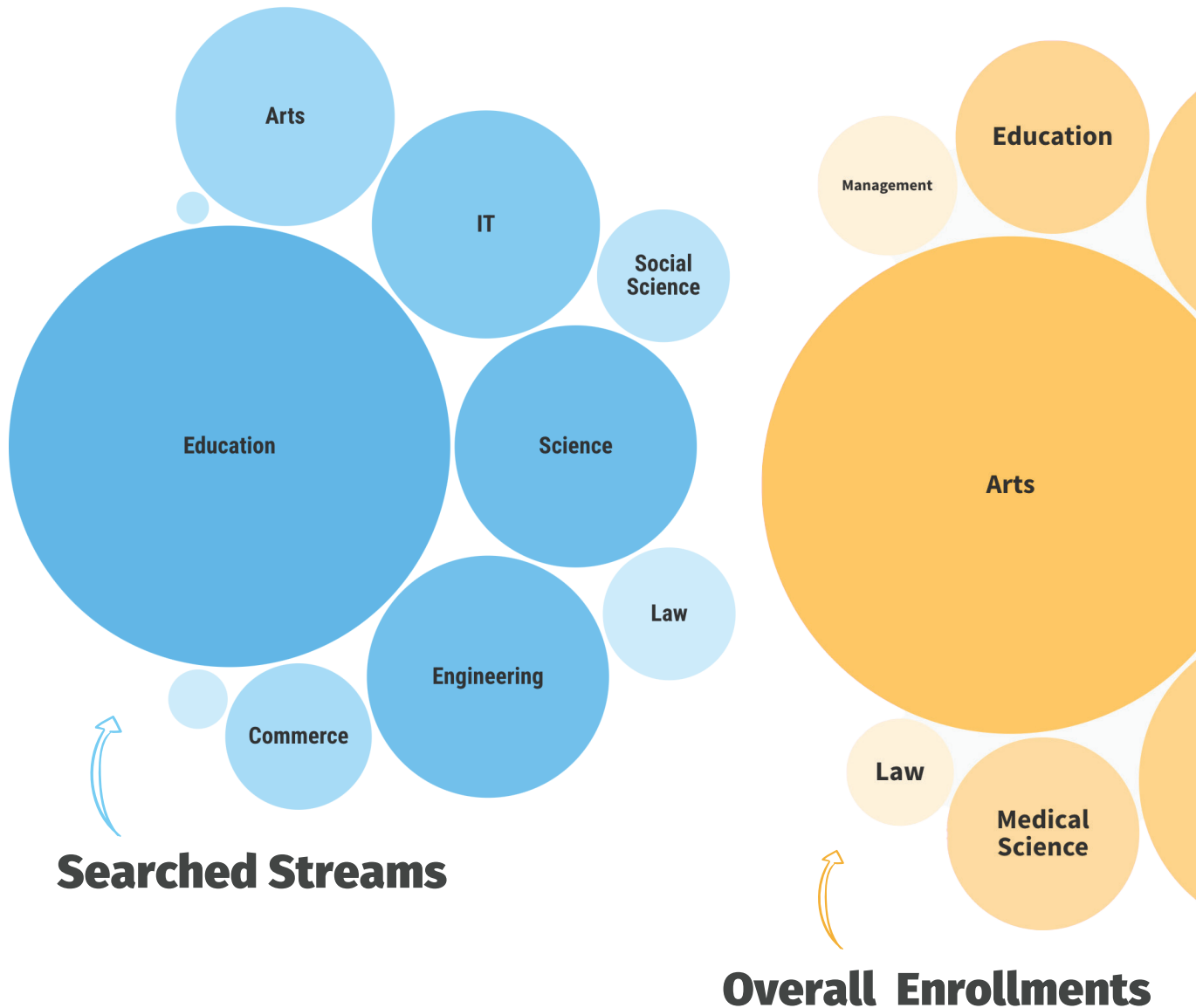


Agriculture
Social Work **Indian Language**
Defence Studies **Social Science**
Education Design Area Studies
Foreign Language Engineering & Technology
Cultural Studies Journalism & Mass Communication
Marine Science / Oceanography Fisheries Science Gandhian Studies
Criminology & Forensic Science **Information Technology**
Architecture and Engineering
Fashion Technology **Arts** **Law**
Hospitality and Tourism Criminology
IT & Computer **Commerce**
Library & Information Science **Management** **Oriental Learning**
Security Management Veterinary & Animal Sciences
Science **Physical Education** Religious Studies
Footwear Design **Paramedical Science**
Home Science **Medical Science**
Linguistics Women Studies
Fine Arts

The Great Dichotomy: India's Top Searched Stream

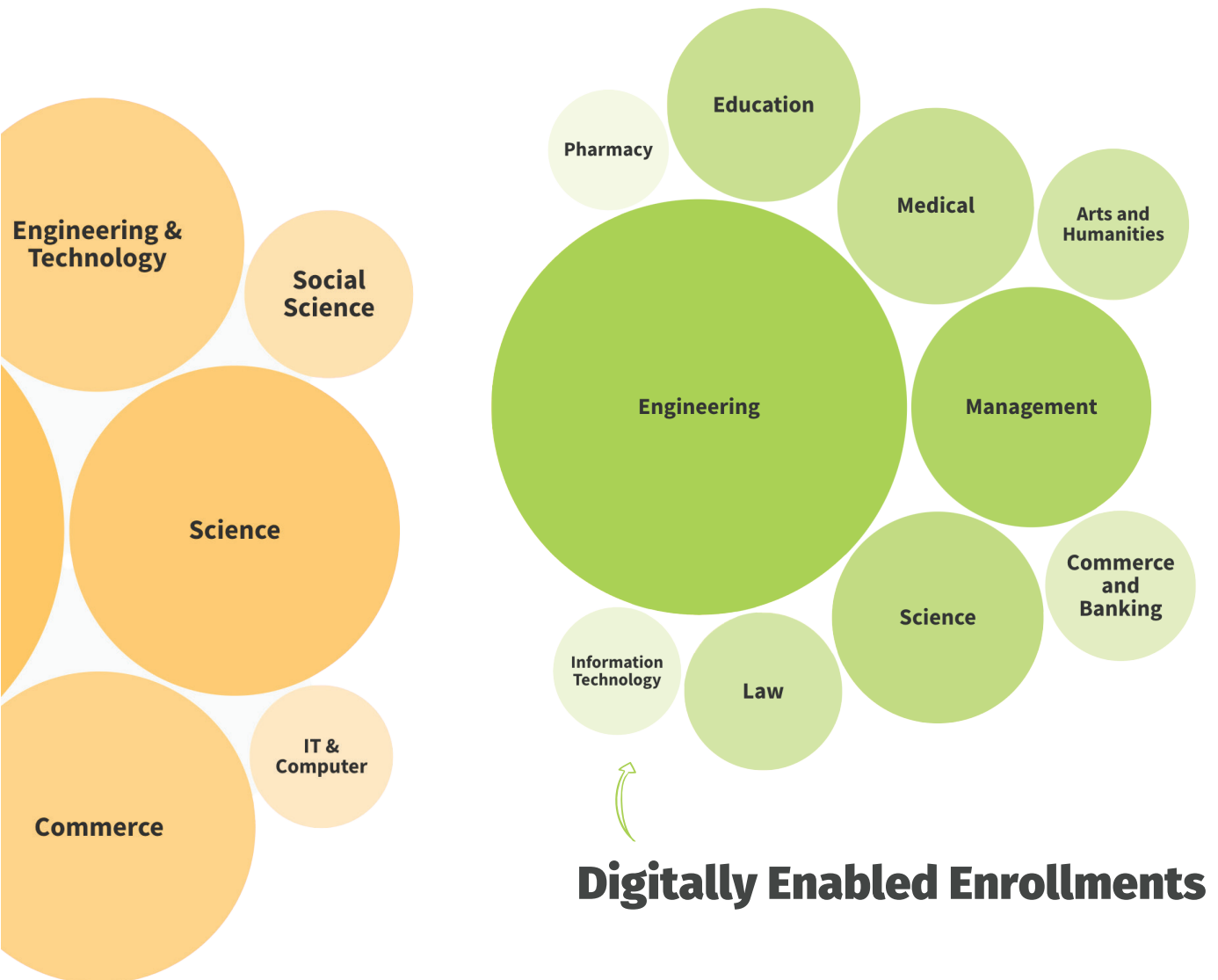
Is the dichotomy real? Is it true that those with better guidance, better educational backgrounds at 10+2 levels or those with better access to internet and hence with digital empowerment display greater preference for career-oriented streams and those without the access to right guidance end up choosing more traditional options?

■ Searched Streams ■ Overall Enrollments ■ Digitally Enabled Enrollments

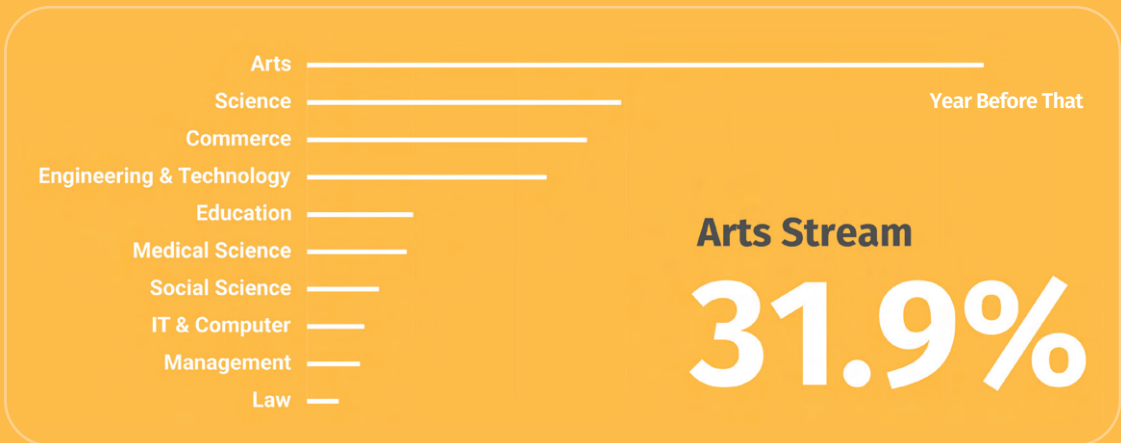
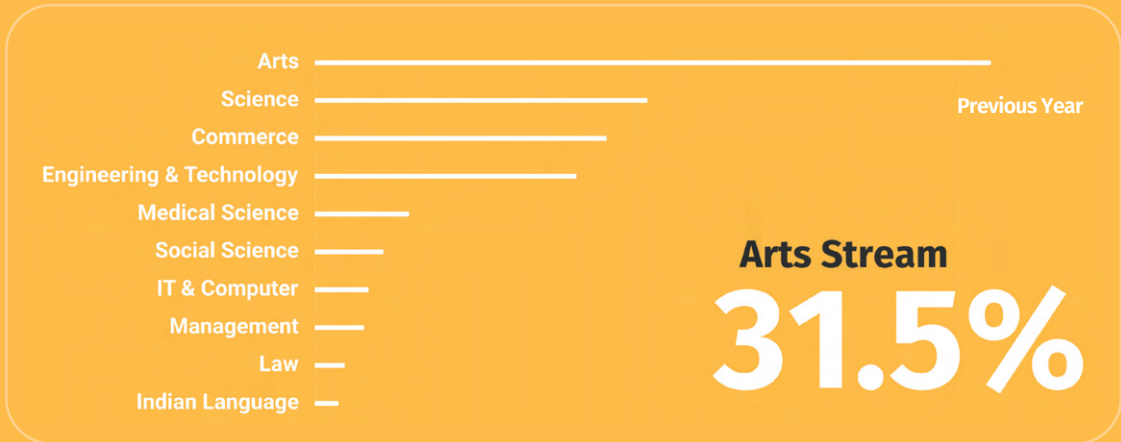
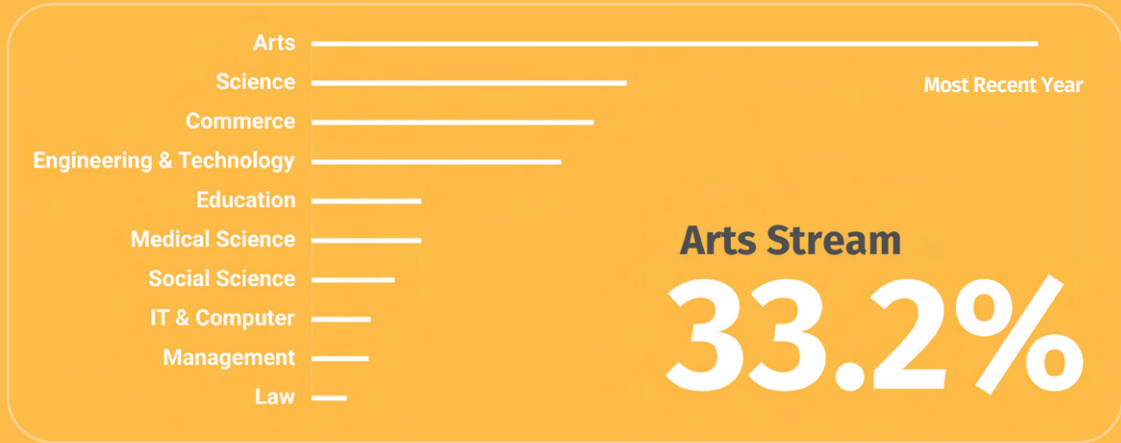


vs Enrollments in Streams

This section unravels the dichotomy and then contrasts that with findings about the “Digitally Enabled Enrollments” - those who reach out to CollegeDekho to take enrollment based on guidance provided by CollegeDekho.



Overall Enrollment Across 3-Year Period - Streams



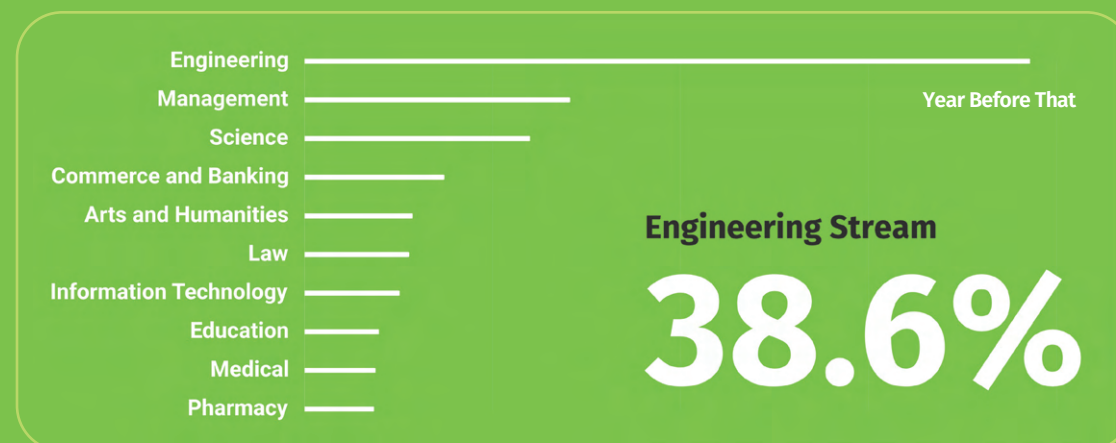
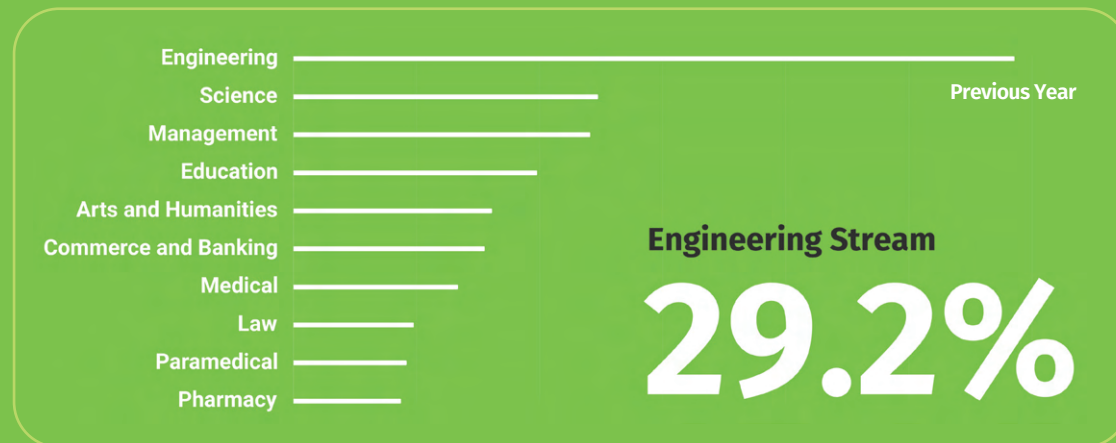
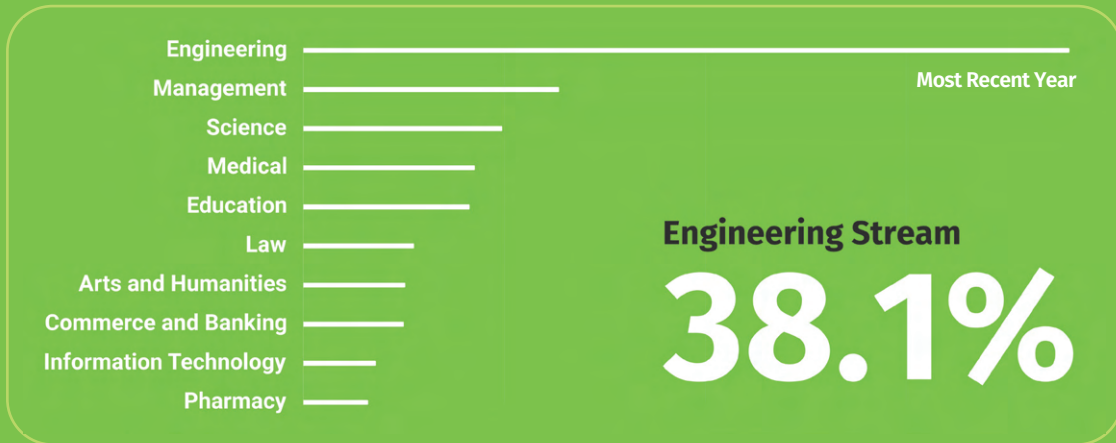
HEART Insights:

As per the HEART analysis, there are **contrasting trends** in the streams that students of India **search vs** the streams that students finally **enroll** in. This is also in contrast to how digitally enabled students behave when it comes to their choice of streams.

While the **most searched** stream as per Online Search Engines is **Education**, the **maximum enrollments** happen in **Humanities/Arts**. This is completely different for **“Digitally Enabled Enrollments”** where the **Engineering** stream leads the charge in terms of choice of stream as enumerated by the aspirants.

While **Information Technology** ranks in the top 4 for online searches, it ranks 8th for overall enrollments.

Digitally Enabled Enrollment Across 3-Year Period - Streams



HEART Insights:

Commerce leads in overall enrollments but ranks 8th in “Digitally Enabled Enrollments” which implies that most enrollments for Commerce still happen offline directly with the Colleges and Universities.

Management ranks 2nd for Digitally Enabled enrollments but in terms of Overall enrollments, it is at number 9.

Pharmacy is holding it's own at #10 spot & has grown by nearly 40% in 2 years.



The aim of education should be to teach us rather how to think, than what to think.

Top Degrees of India: Digital Empowerment as a Career Enabler

The moment we go deeper from Stream to Degrees for college aspirants, there seems to be a trend in favour of Management, Education and Engineering Degrees across **Search patterns** with Masters of Business ranking 1st and Bachelor of Education (B.Ed) ranking 2nd.

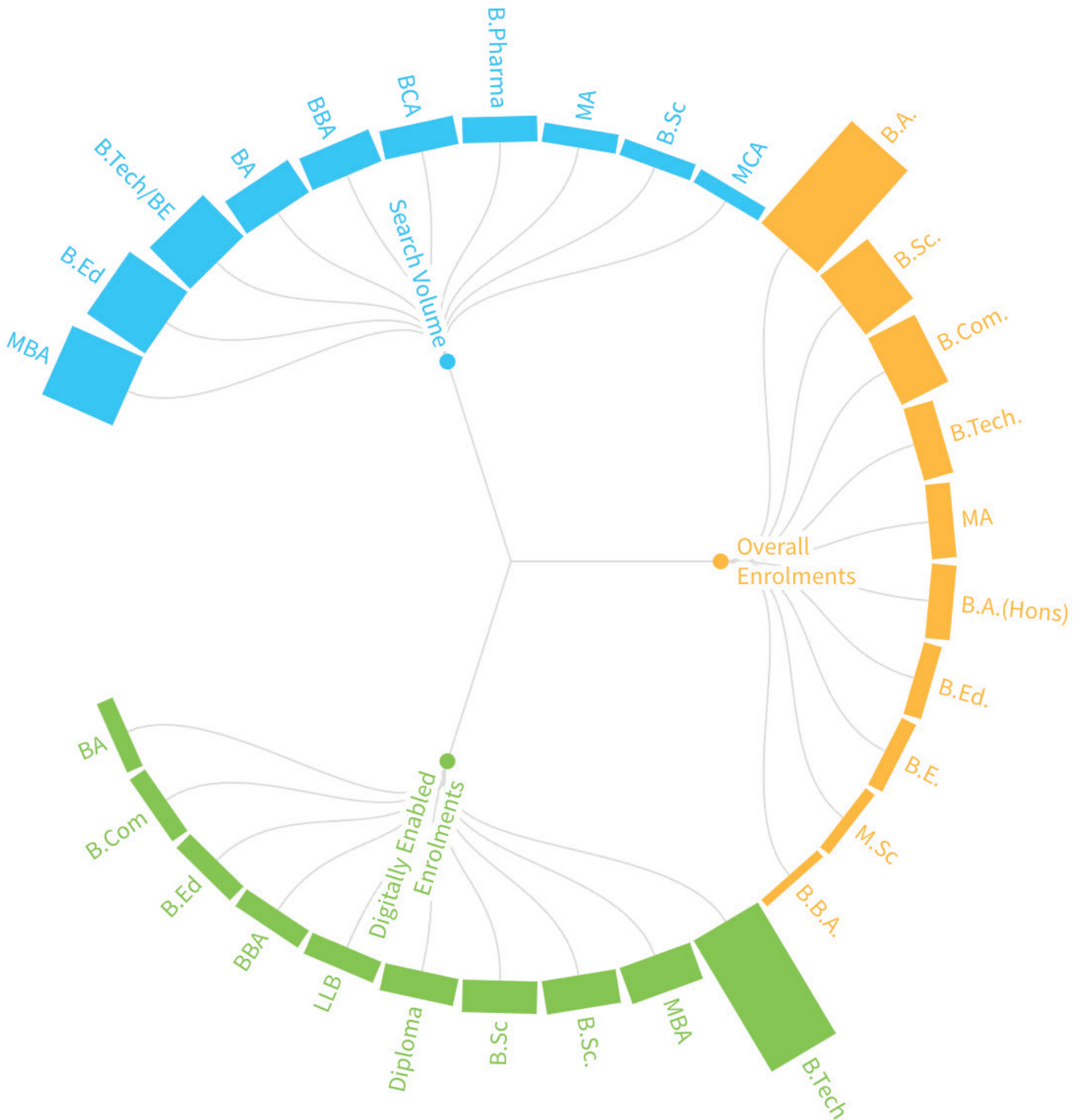
In Overall Admissions, Bachelor in Arts (B.A.) continues to be the number one choice in volume terms for students across India with Bachelor in Science (B.Sc) ranking 2nd and Bachelor in Commerce (B.Com) rounding off the top 3.

The picture changes when we look at **“Digitally Enabled Enrollment”** trends. Bachelor of Technology (B.Tech) is at the numero uno position while Master of Business Administration (MBA) is second. This is followed by Bachelor in Science (B.Sc) at number 3. All of them reflect the fact that with greater digital access and availability of tech-enabled counselling, students gravitate towards more career-oriented choices.

As is evident, digitally active students are wanting to enroll for degrees that have potentially better career prospects. It is this gap between those who are digitally active and those who are going with the flow due to the lack of guidance that needs to be further bridged to help students pursue degrees that focus on skill development for better career prospects.

India's Premier Degree Programs

Top 10 Degrees - Search vs Enrollment

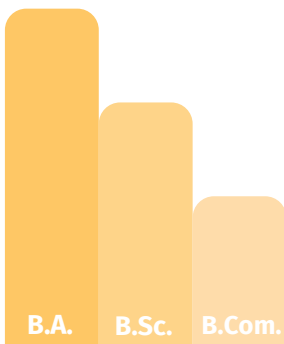


Top 3 Degrees - Search vs Enrollment



Searched Degrees

In search trends via online platforms, Masters of Business (MBA), Bachelor of Education (B.Ed) and Bachelor of Technology/Engineering (B.Tech/B.E.), degrees dominate the ranks, reflecting the growing interest and demand for these programmes across digital channels.



Overall Enrollments

In terms of enrollment, the Bachelor of Arts (B.A.), Bachelor of Science (B.Sc.), and Bachelor of Commerce (B.Com.) stand as the most sought-after academic programmes, shaping the nation's future workforce across diverse industries.

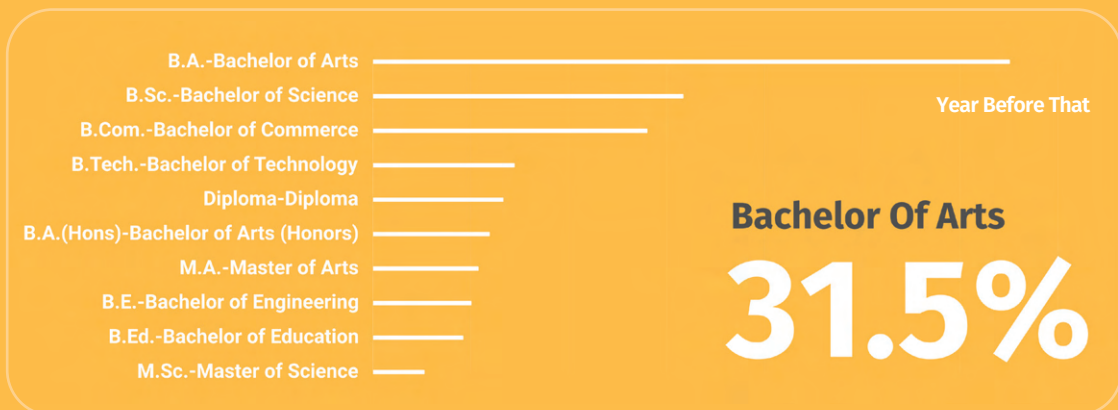
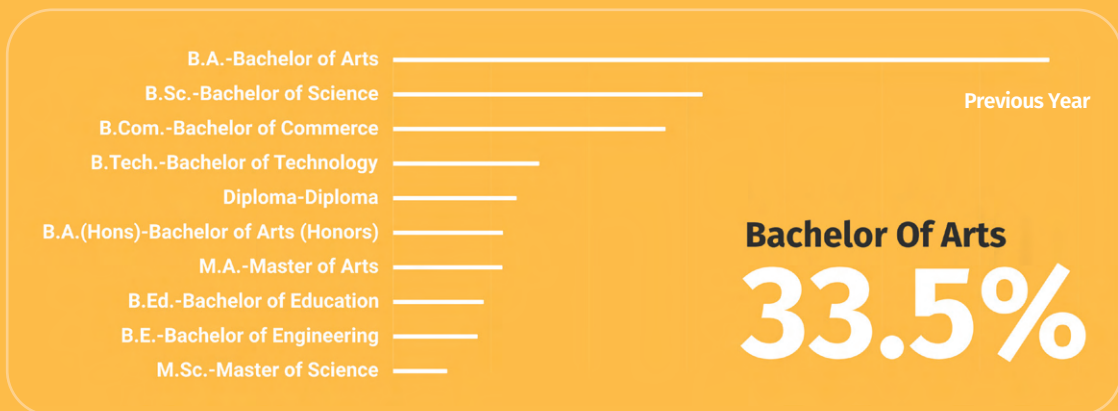
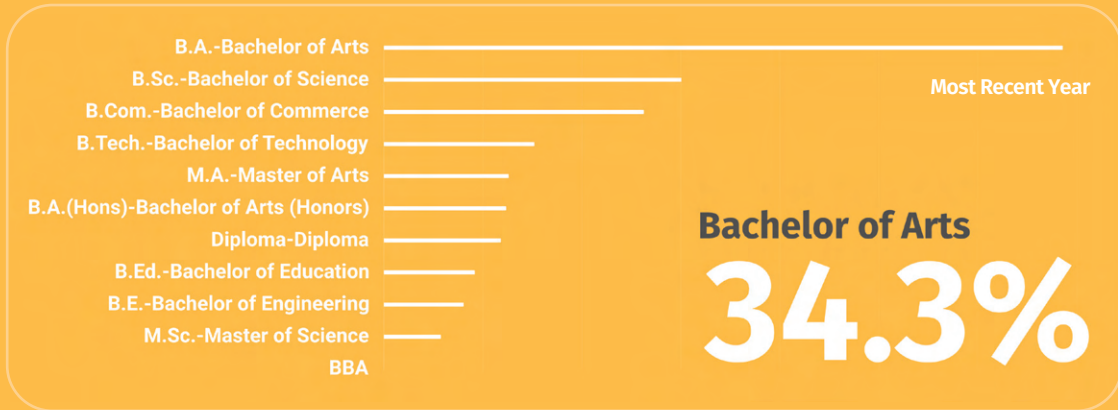


Digitally Enabled Enrollments

Degrees at the top of the charts for digitally Enabled Enrollments are, the Bachelor of Technology (B.Tech), Master of Business Administration (MBA), and Bachelor of Science (B.Sc.) having harnessed the power of online platforms, driving unprecedented enrollment through digital enablement.

Top Degrees - Overall Enrollment

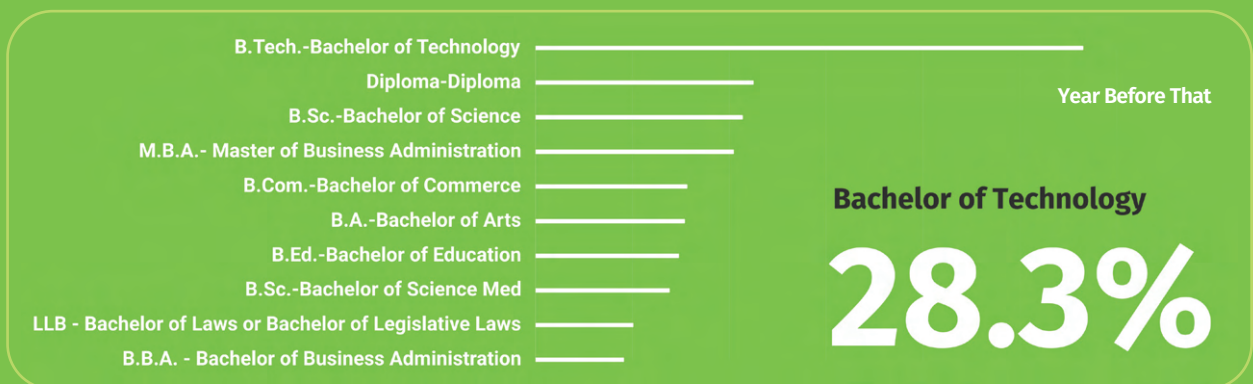
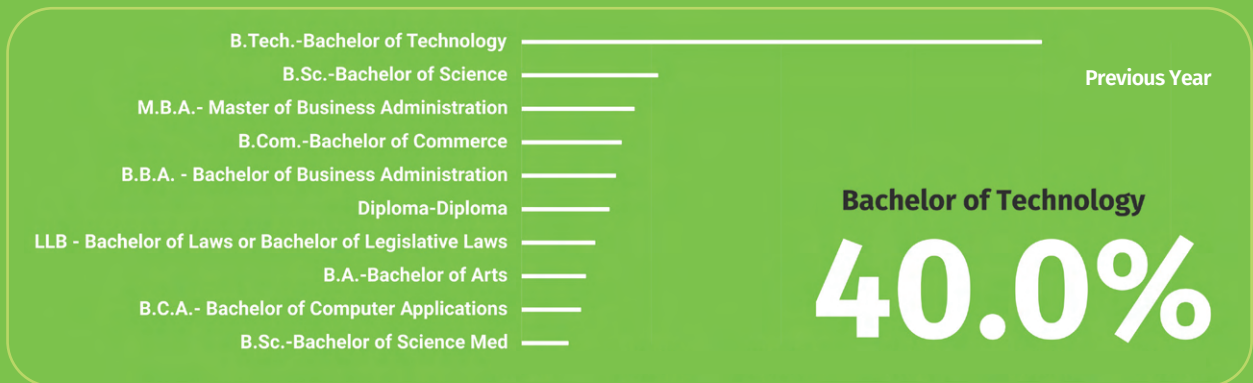
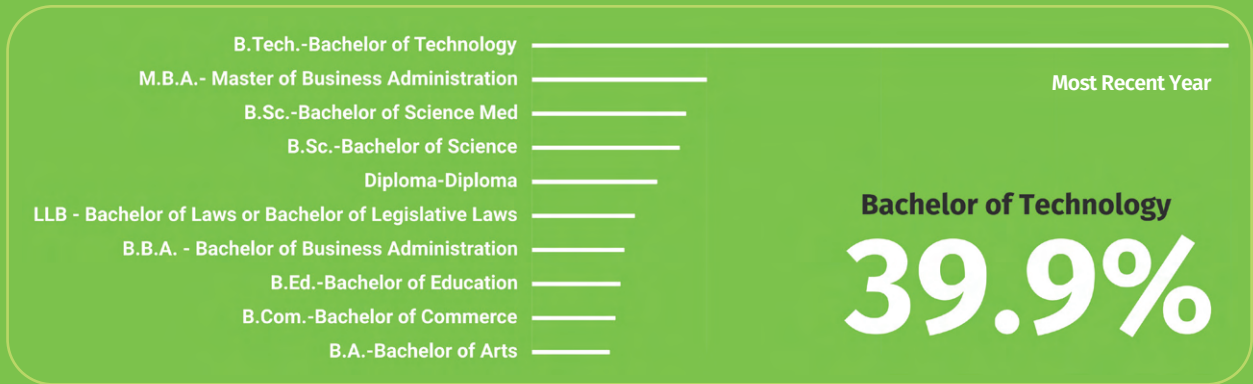
3 - year story



B.B.A
D.Pharma **B.Ed**
M.B.B.S PG Diploma
G.N.M **Diploma** M.Com
B.A(Hons) B.P.T **B.Tech**
B.Pharma **B.A** B.Sc(Nursing)
B.Sc(Hons) **M.A** Ph.D
B.E **L.L.B** B.D.S **B.Sc**
A.N.M
M.C.A M.B.A **B.Com**
M.Sc D.Ed B.Agri
M.Tech
B.C.A

Top Degrees - Digitally Enabled Enrollment

3 - year story



HEART Insights:

While most students are searching for **MBA**, the **top enrollments** happen in **B.A and B.Tech** (Overall and Digitally enabled respectively).

While the **overall enrollments** happen the most for **B.A, B.Com and B.Tech** respectively, **digitally** enabled enrollments are more for **B.Tech, B.Sc and MBA**.

B.Sc Medical Sciences has grown from being ranked **8th to 3rd** in the 3 years.

B.A leading the charge in **overall enrollment** at **Rank 1** fails to exhibit the same trend in **digitally enabled enrollments** and consistently lies in the **bottom 3**, in last 3 years.

Super specialisations pave the way for superior career opportunities, ensuring a future of expertise and excellence.



Specialisations that Digitally Powered India loves

Digitally empowered students looking to pursue more career-oriented specialisations

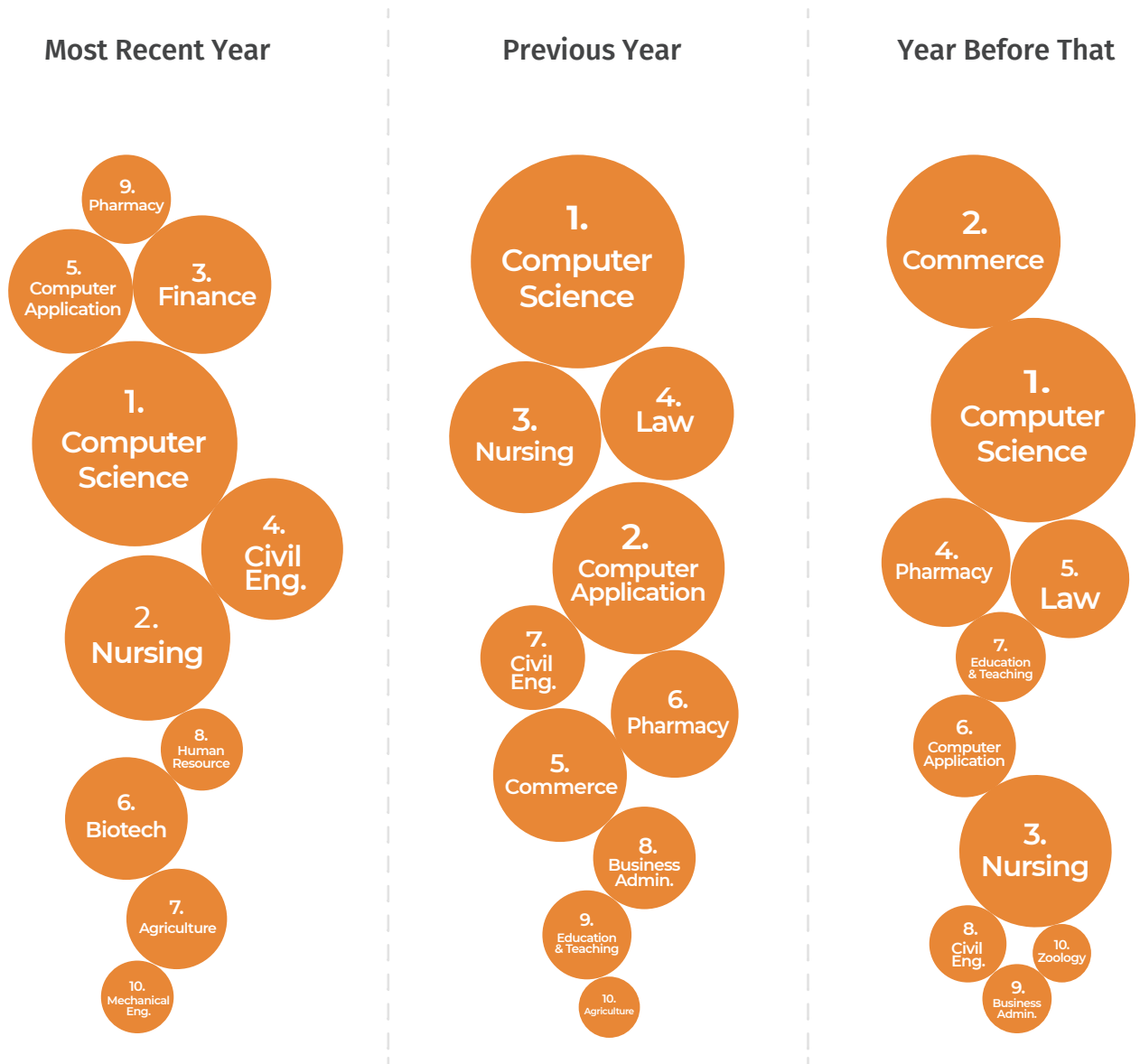
One of the key aspects of digital is empowerment and with over 50% of India now being digitally empowered in terms of access to smartphones, we're going to see a strong pull for more career-oriented specialisations. The data of digitally empowered students who visit CollegeDekho for guidance clearly reflects this trend.

With students from all 28 States and 8 Union Territories, the trend based on CollegeDekho data of digitally empowered is extremely reflective of a pre-trend for India's young populace.

It is also reflective of the career ambitions of India's populace as more and more students are choosing specialisations that they believe will get them a job or help them pursue a career. Fields like Computer Science, Computer Applications, seem obvious for such an audience, the fact that Nursing or Biotechnology is seeing a surge reflects the fact that India's youth is smart and has seen the announcements made by the Government of India to focus on Nursing or Biotechnology. It also suggests that students who are more digitally savvy access more information and are better guided towards pursuing more lucrative careers based on the changing trends.

Top 10 Specialisations: 3 - year story Digitally Enabled Enrollment

Digitally empowered students looking to pursue more career-oriented specialisations



HEART Insights:

Computer Science leads the graph by a huge margin across the three years.

Nursing, while being a niche specialisation, **ranks 2nd and is growing rapidly riding** the wave of Government of India's push for Nursing Colleges and making it mainstream.

Civil Engineering seems to be making a comeback. Reflects the changing paradigm of India's **Infrastructure and Logistics** push in India's ambitions to be a top 3 economy of the world.

India loves to

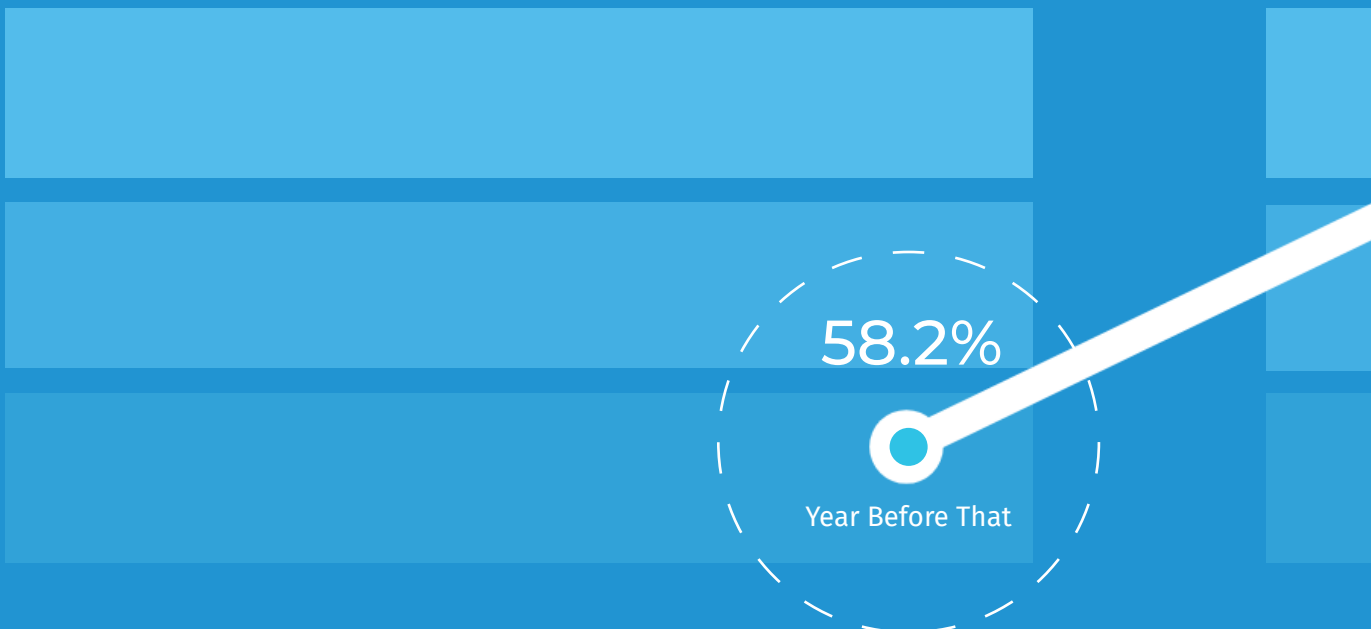
Migration Trends in Higher Education

With huge disparities in college penetration vis-a-vis population dispersion, India's youth has two choices. First is to choose the nearest possible college which they may be aware of and second is to evaluate another city to pursue higher education.

The result is that there are certain cities and states that have become source of migration for higher education and some that have become destinations for these students.

For a state and region's progress, it needs to be able to leverage the power of its youth and its demographic dividend. For that to happen, it needs to be able to provide the youth with the opportunity of quality Higher Education in the same state or city and then provide them with the opportunity to build a career there.

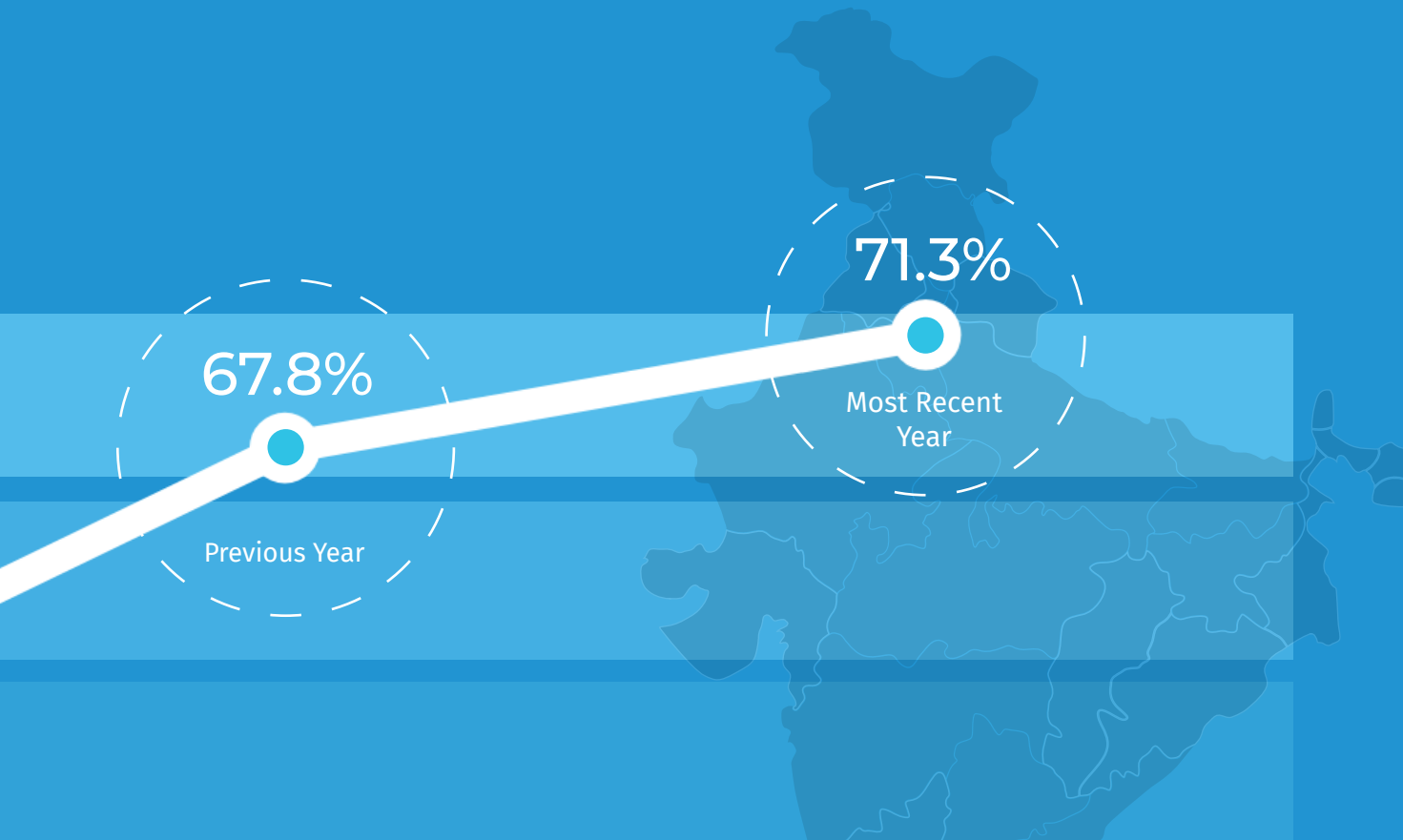
Migration outside Home-town for Higher Education



Migrate

This section looks at migration trends for higher education and contextualises them by state and city to arrive at the top states for inward and outward domestic migration for higher education while also looking at the top cities for migration.

Interesting trends are emerging from some states where the “Intra-State” migration is going up suggesting improvements in higher education infrastructure within the state but not necessarily in all cities while there are states where the “Inter-State” migration outside of the state continues to rise suggesting the need for improvements in Higher Education infrastructure as well as career opportunities.



EDUC
EMPOW
ELEVAT
EXCEL
EVOLVE

ATE ER E

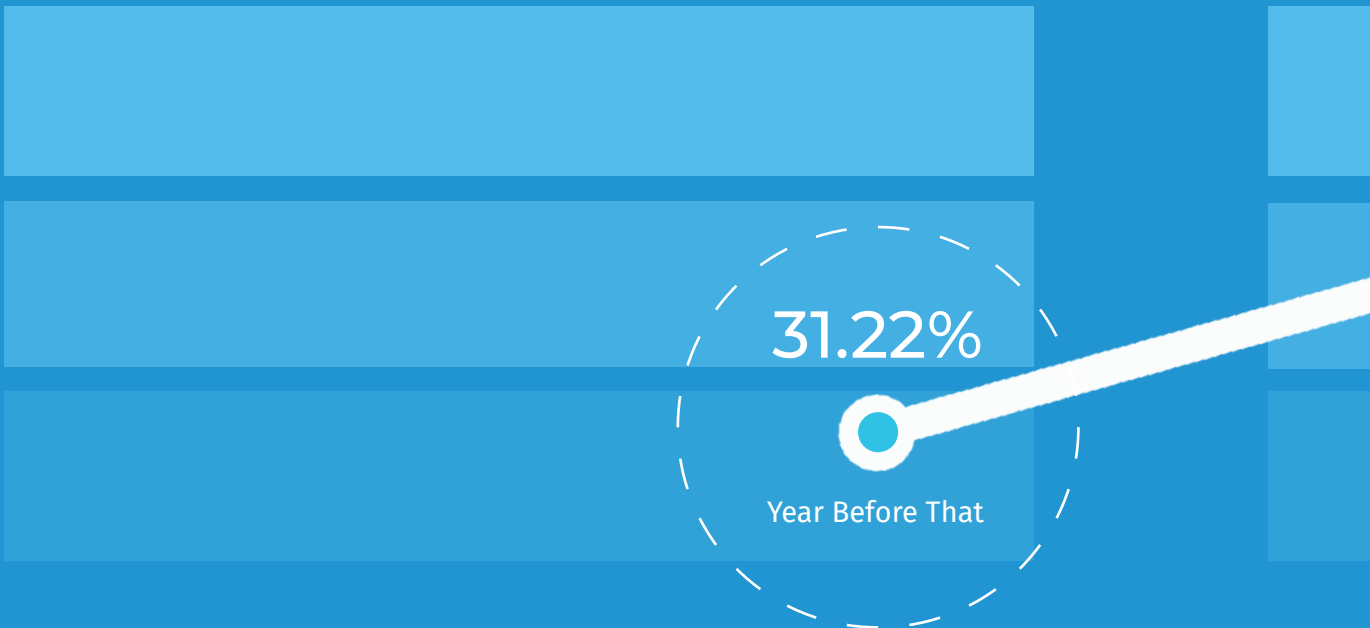
Chasing Dreams Across the Cities of Same State

Intra-State Migration

Decades have gone whereby students moved out of source states to larger, more developed destination states with better career opportunities. This left the source states devoid of their biggest superpower - their demographic dividend.

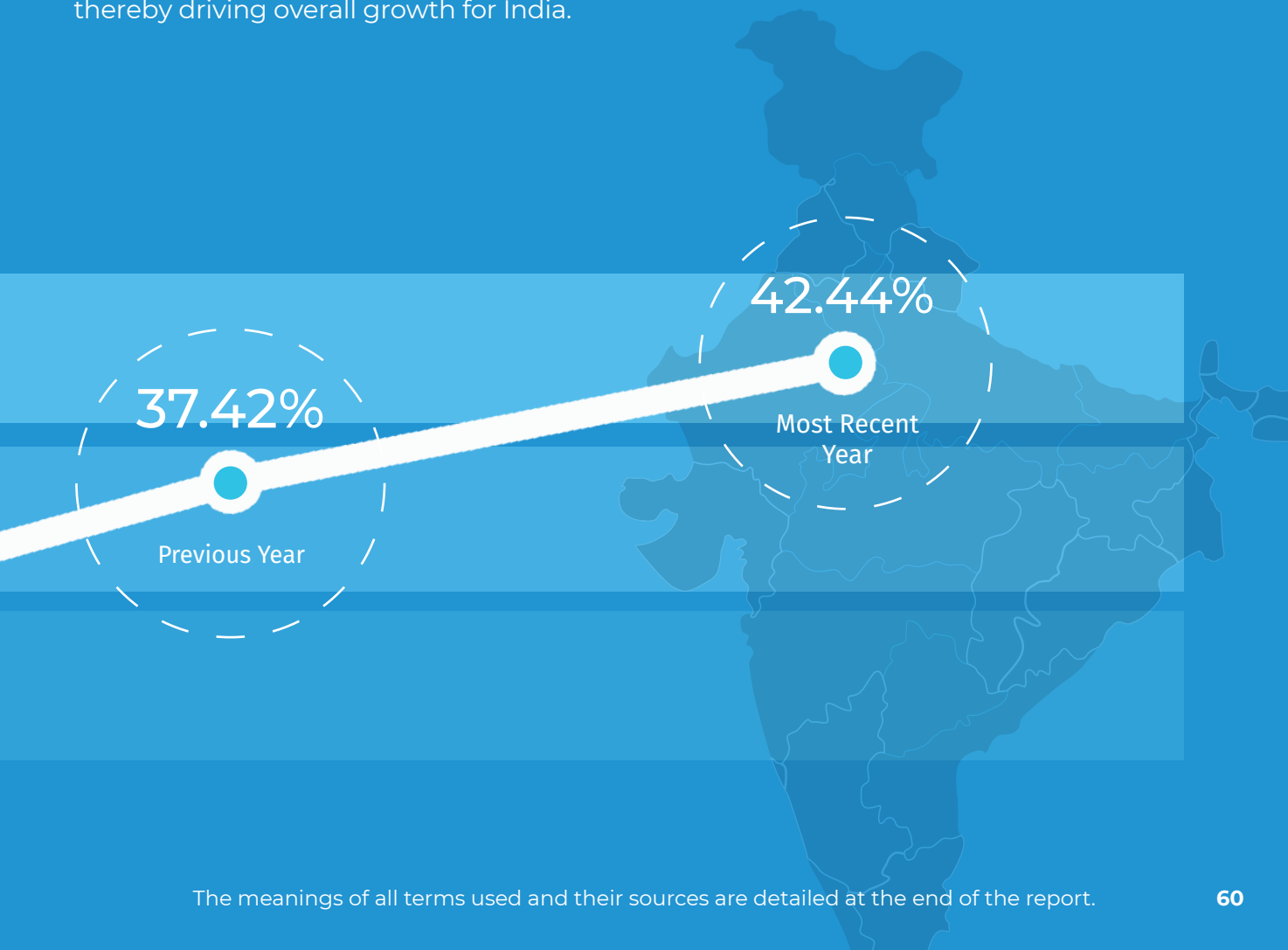
While students are still migrating, the trend is moving towards students staying in the same state as their domicile. This is driven by improvements in Higher Education Infrastructure in previously neglected states, better prospects of socio-economic mobility and improvement in safety and security.

3-year trend for Intra-State Migration



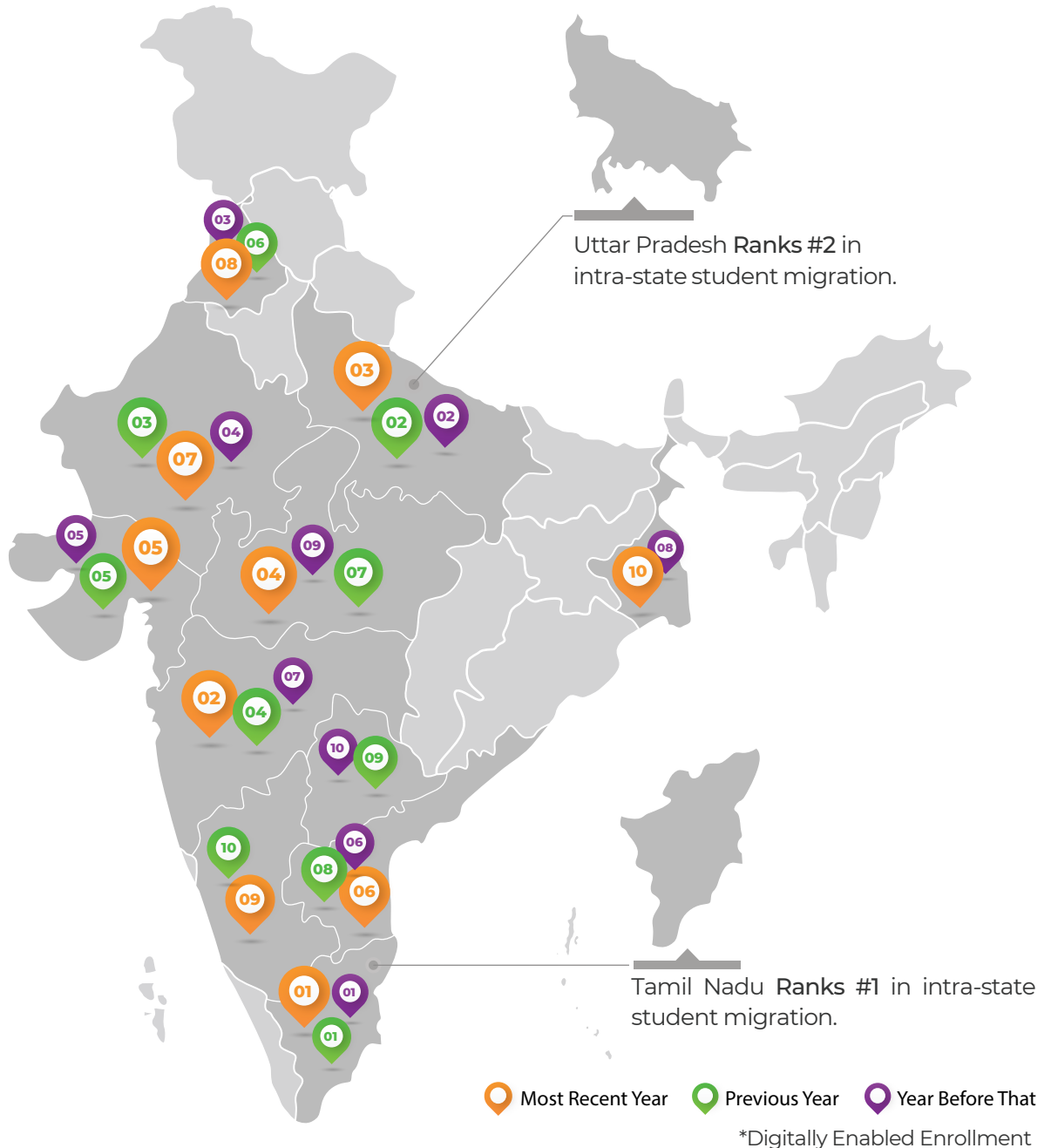
This has multi-pronged impact on growth of states. The youth stays in the same state and contributes to projects within the same state. The corporations also have been welcomed and they get talent within the state to build successful businesses. This also has a cyclical positive effect on overall economic growth and prosperity for the state as well as for the civil society of the state. An example of this is Uttar Pradesh which was always a source of students to move out of the state but now a large number of students migrate to various education hubs within the same state thereby growing the state and its ability to attract corporations for talent.

With a huge jump from 31% to nearly 43% in Intra-State Migration for Higher Education comes the need for even better infrastructure and employment opportunities in the states. The onus is on the respective governments, HEIs, policy makers and all who wish the best for India to focus on these aspects to ensure equitable growth of various states thereby driving overall growth for India.



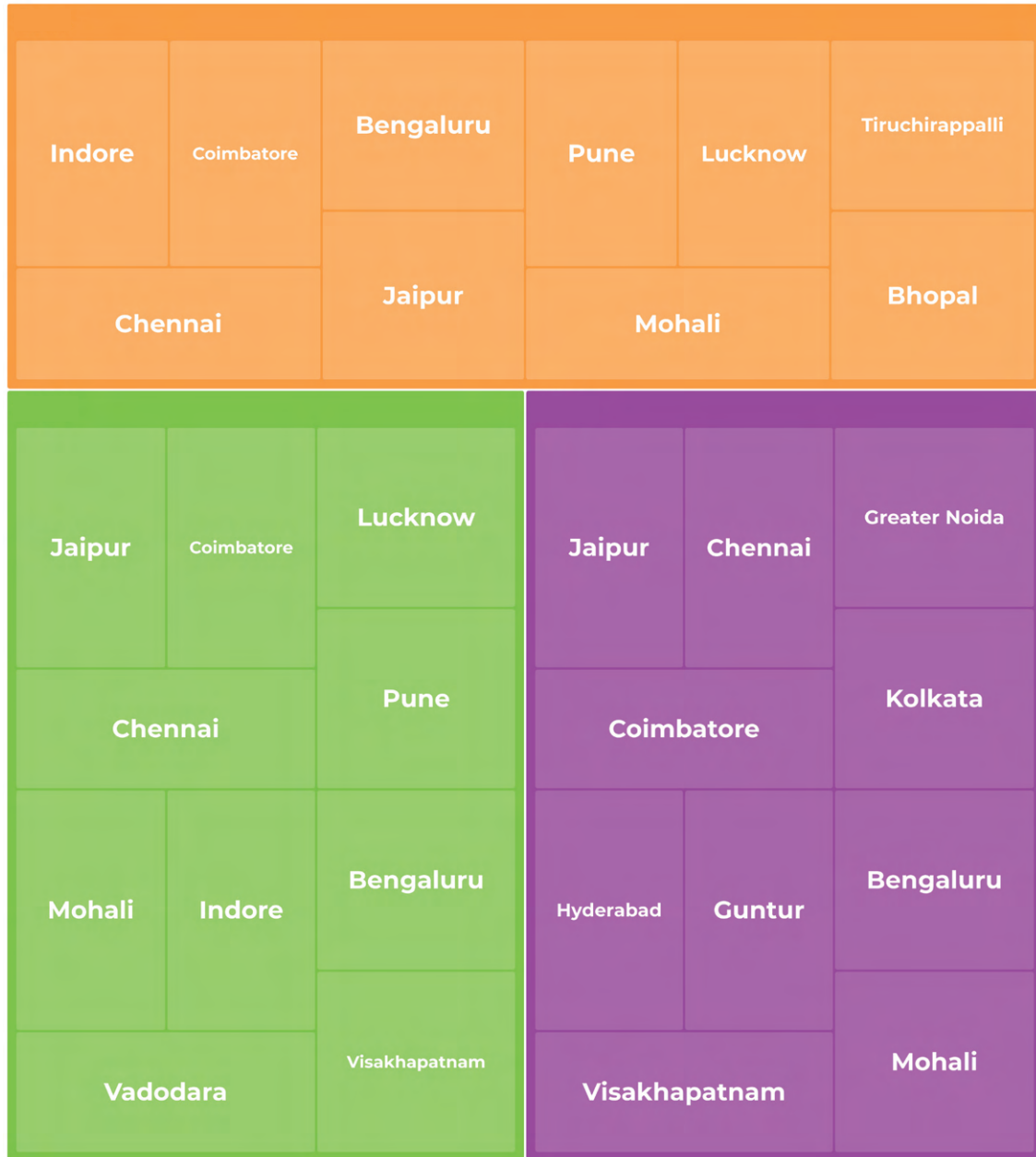
Top 10 States with Intra-State Migration (Within State)

This section covers the 3-year story of states where students are seeking higher education opportunities within their home borders, shedding light on the dynamics of intra-state mobility, driven by factors such as accessibility, affordability, and local education ecosystems.



Top 10 Cities Where Students Like to Study Within their State

Discover the cities that have emerged as magnets for students from within the state, offering a compelling combination of academic and learning opportunities within the boundaries of their home states.



■ Most Recent Year
 ■ Previous Year
 ■ Year Before That

*Digitally Enabled Enrollment

HEART Insights:

There has been an **increase** in the number of students preferring to stay within the state from **31% to 42%** in the 3 years.

Tamil Nadu is the **top state** where students prefer to stay within their **own state** to study across the 3 year period.

Uttar Pradesh has **grown significantly** by **56% in 2 years** and other top states are Maharashtra, Madhya Pradesh and Gujarat.

Top cities that students prefer to move to are **Indore in M.P** and **Chennai and Coimbatore** in Tamil Nadu.

Lucknow has fast grown to be the most preferred destination city for students migrating within UP.

While Bengaluru has over 1000 colleges and is the top District , it is number 4 when it comes to contribution to attracting students for Intra-State migration.

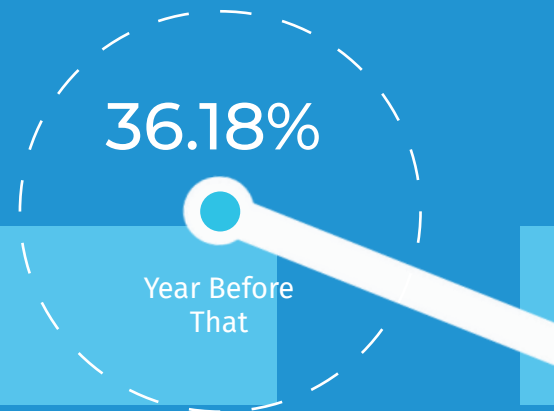
Beyond Borders: Analyzing Inter-State

Migration for Higher Education outside the state falling with greater growth within the states

Inter-State Migration (migration outside of home state) for higher education has been a massive pillar on which some really large private universities got built and some cities became major hubs attracting students from all over India. Gradually this led to these cities growing and becoming economic hubs.

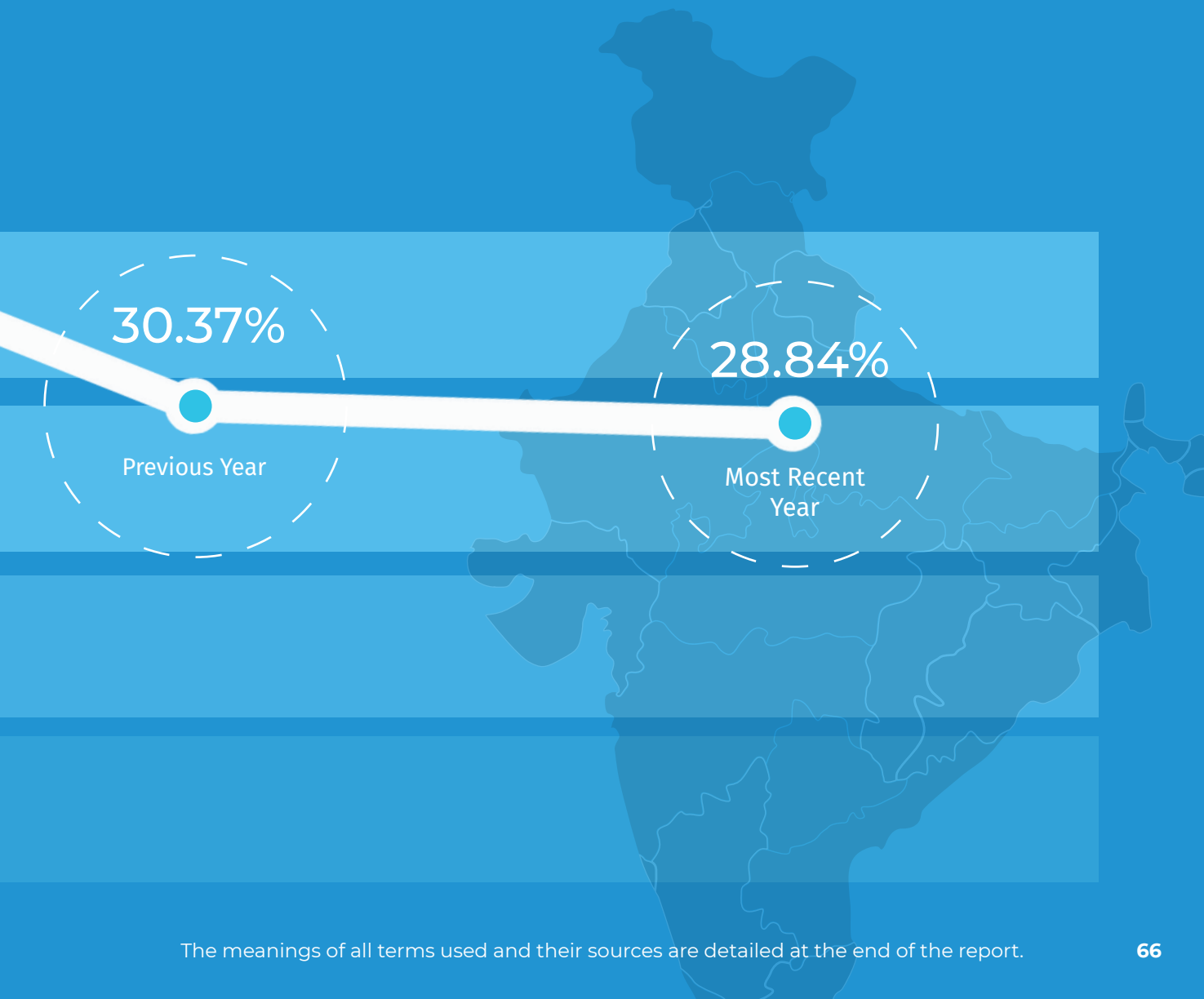
This trend of students migrating for Higher Education outside of their own states is seeing deceleration with greater economic and infrastructural growth in various parts of the country. It has fallen from nearly 36% to nearly 28% in 3 years as per data available with the CollegeDekho insights team.

3-year trend for Inter-State Migration



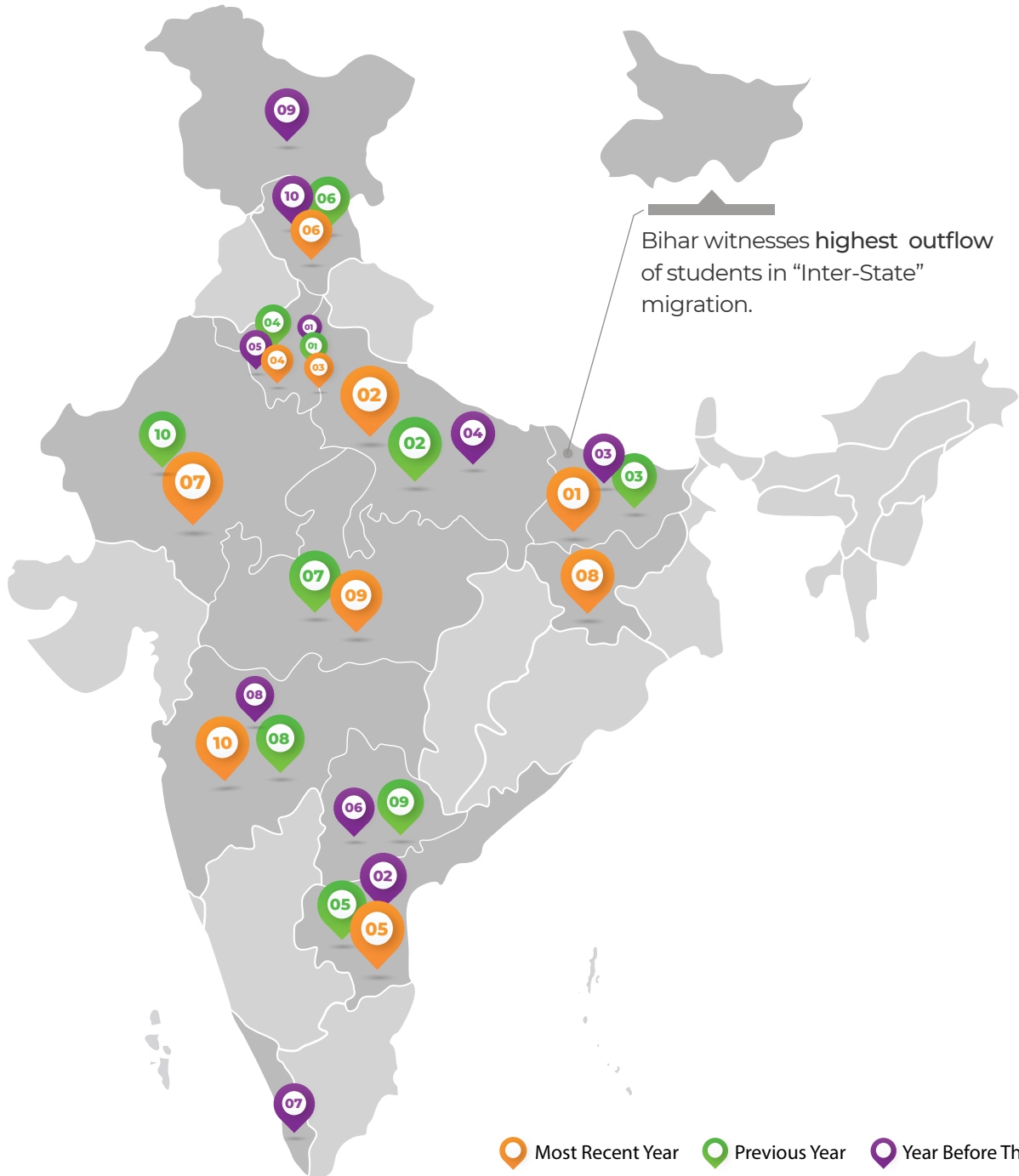
Student Migration

Majority of students still come from Uttar Pradesh and Bihar because of the large population while states like Telanagana, J&K and Kerala have dropped out of the Top 10 for “Inter-State” migration which could reflect better higher education prospects within the home states.



Top 10 Source States: Inter-State Migration

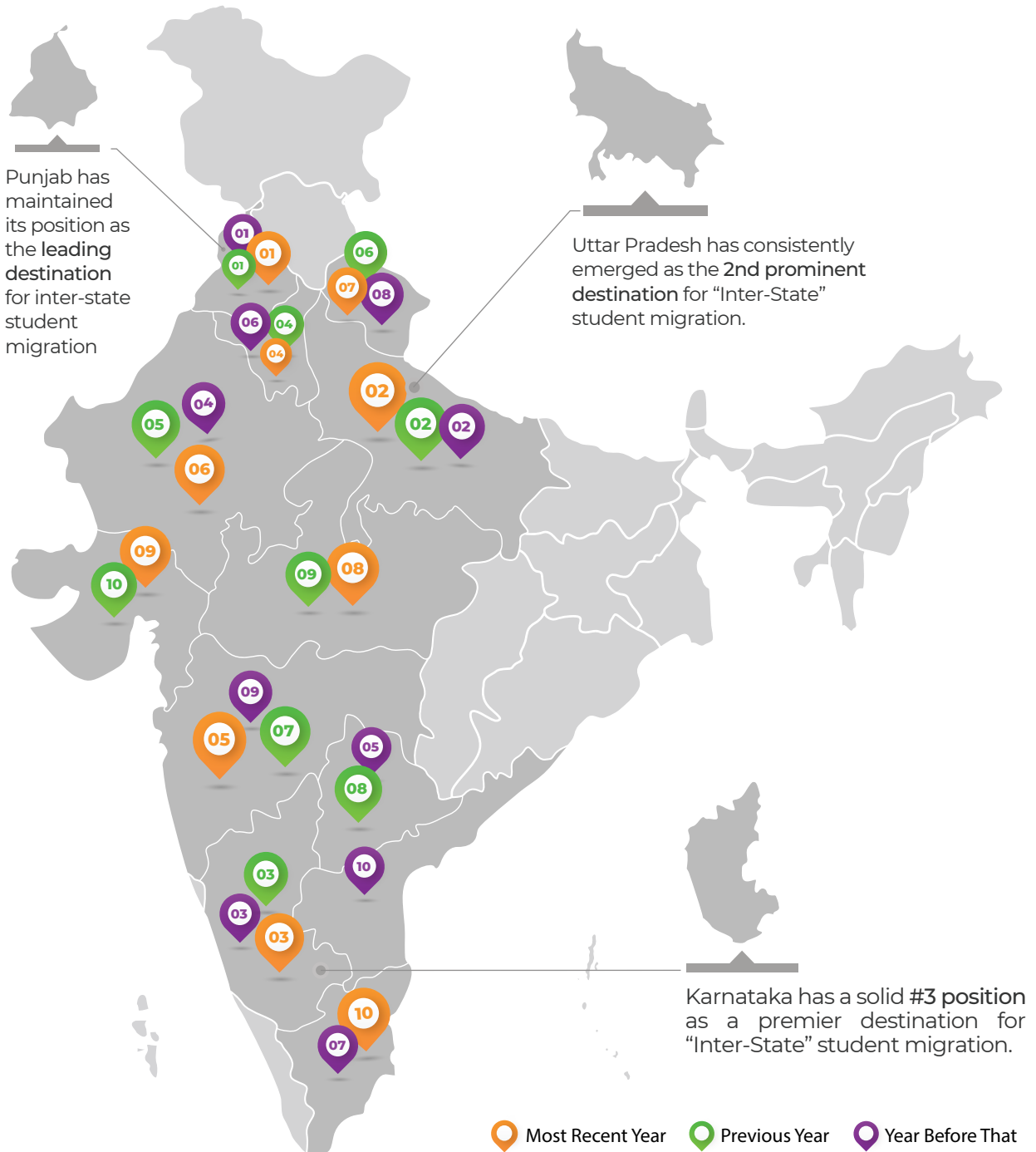
Unveiling the states that contribute the most to India's "Inter-State" student migration flows for higher studies and broader horizons.



*Digitally Enabled Enrollment

Top 10 Destination States for Student Migration

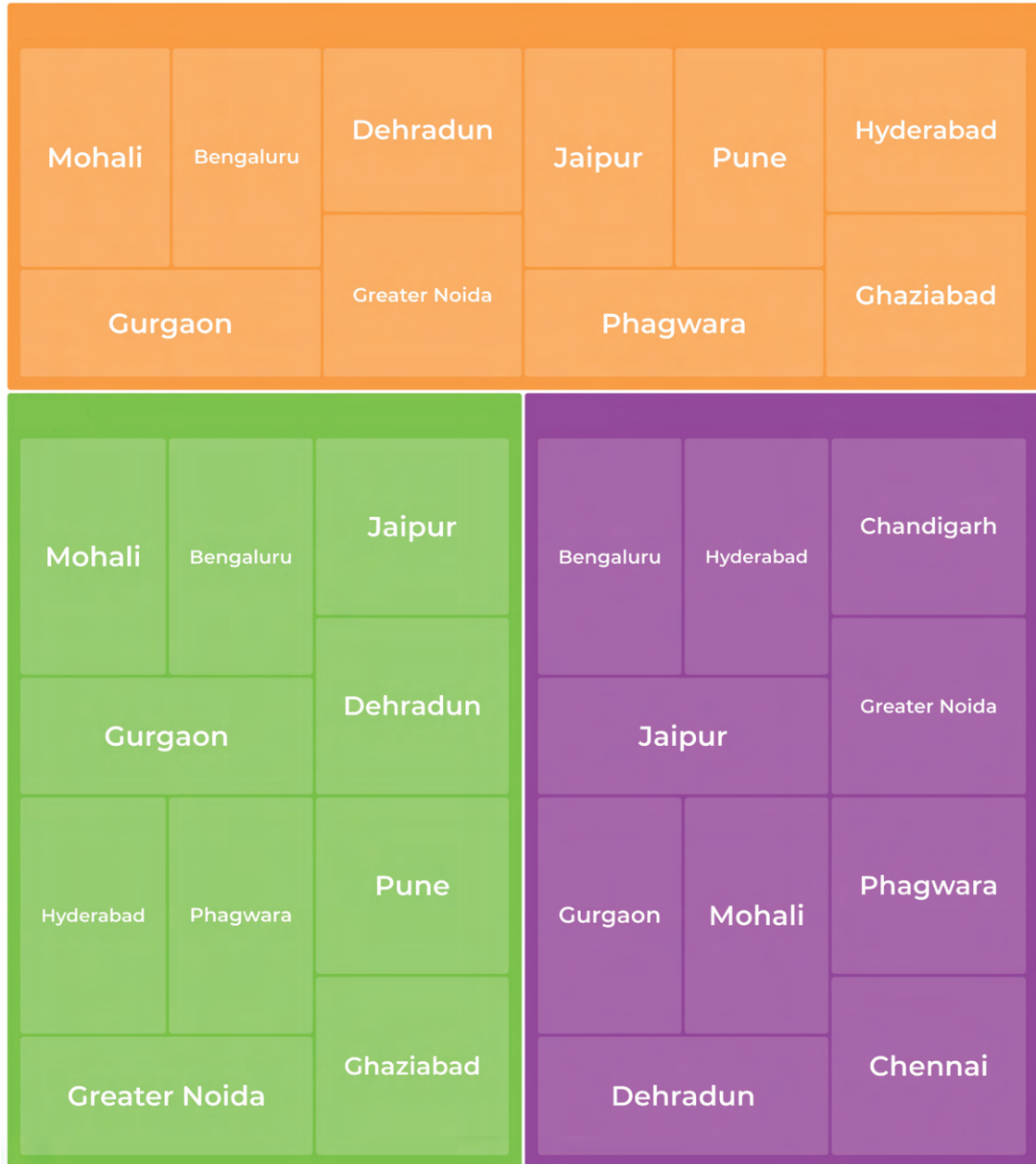
Exploring India's most sought-after education destinations for "Inter-State" migrating students



*Digitally Enabled Enrollment

Inter-State Migration: Top 10 Destination Cities

Highlighting the urban destinations leading the way in “Inter-State” student migration and academic opportunities.



■ Most Recent Year
 ■ Previous Year
 ■ Year Before That

*Digitally Enabled Enrollment

New cities, new dreams, new opportunities.



HEART Insights:

Student intent of moving to a different state fell sharply from 36% to 28% which can be attributed to availability of better opportunities within large home states.

Top states from where students migrate to other states are Bihar, AP, UP and Haryana but it is important to note that UP is also moving up in Intra-State migration.

Punjab emerges as a clear winner in being the Top Destination preferred by migrating students which can be attributed to the presence of large private universities with excellent infrastructure that attract students and corporates alike and have done so for a long time now.

UP has the **highest number of colleges** while **Karnataka** has the **highest number of colleges per 10K students.**

Mohali at number 1, **Bengaluru** at 2 and **Gurugram** at 3 top the city list as the **preferred destination cities.**

Cities like **Greater Noida, Dehradun, Ghaziabad** etc reflect a **trend in movement towards states of UP and Uttarakhand.**

**The world of higher
India has gained a**

beyond

ENGINEERING

MEDICINE

ARTS

There's now

SUPER

education in new dimension...



SPECIALISATIONS

HEARTful takeaways

India or Bharat is reawakening. All old myths and trends are being shaken up now and India is finding its rightful place in the world.

With growing aspirations of the nation, we, at CollegeDekho have the most data-led, insightful and student-centric view of all things Higher Education. We are witnessing in our data and insights, various emerging trends that could shape not just higher education but economic growth of states and the nation.

We witness up close and personal, various trends and analytics. How people find their preferred degree or college, role that tech-enabled college guidance is playing for millions of students, how digitally empowered students choose streams that are different from those who have lesser guidance and how migration for higher education (or the lack of it) could change economic realities of various states, communities and our nation at large.

India has 52.4% internet penetration and growing which means that over 750 Million people in India have access to internet today thereby empowering them with the ability to access education, financial services, health, information and more at the click of a button. With "Digital India" becoming a reality, more people being lifted out of multi-dimensional poverty (250 Mn) than ever before, greater access to financial services is now available including education loans and loans for starting businesses. This is a golden opportunity to build Higher Education Institutions that tap into the sentiment of a tiger being unchained as also the reality of greater economic growth for India.

We have to see India's Higher Education not in a disjointed way but as a central pillar of India's growing global strength towards a future where India will enjoy leadership across sectors and global thought leadership.

India is making rapid strides in multi-dimensional infrastructure deployment - Roads, Railways, Ports, Inland waterways, Electricity, Solar Power, Telecom and Internet and all things that could position us well for the next big leap.

There is a growing demand for Healthcare professionals globally with ageing population, spurt of communicable diseases as also vast demographic changes and India is well poised to benefit from it. The world is digital today and will continue to need skilled professionals who are at the cutting edge of technology to manage this vastly inter-connected world with new needs for technology as well as cyber security.

World is facing food challenges as was evident during the Russia-Ukraine war and India has been turning into a global net exporter of food lately. India's Biotechnology industry stood its own during the recent Covid pandemic and proved its efficacy.

These changes have all been happening despite India having a Gross Enrollment Rate (GER) of just 28.3% in Higher Education. Imagine a tomorrow for India with higher GER, more skilled and educated young workforce, greater self-reliance, improvement in infrastructure and capital spending and emergence of India as a key talent hub.

India has grown from nearly 40K Colleges to nearly 54K Colleges with vast changes being witnessed across both the private as well as government institutions. With greater choice, comes greater confusion for students looking to build a better future through education. With college guidance or career guidance not accessible to a vast majority of Indian students, CollegeDekho is fast becoming the most trusted go-to person for all things college for India's students. We've built a higher education jet that is about to take off just as India is doing and we are confident that with extremely powerful data-led insights and deep understanding of the Higher Education sector, we're just beginning on a path to serve every single student of India to access college guidance and education that makes them career-ready.

The India story is just unfolding and there are miles to go but one thing is certain - India's growth story will be driven by India's youth and they shall be driven by high quality higher education. This is the story of CollegeDekho - that guides and helps students reach the right college while helping colleges to teach them better. All for a better tomorrow for our people, our nation and humanity at large. Let's make a better world - together.

Abhinav Upadhyay

Chief Marketing Officer

CollegeDekho

Terms & Data Sources

Term/Data	Source/Calculation/Assumption
Overall Enrollment	AISHE Report 2019-2020, AISHE Report 2020-2021, AISHE Report 2021-2022
Digitally Enabled Enrollment	CollegeDekho Leads 2023, CollegeDekho Leads 2022, CollegeDekho Leads 2021
Website Sessions	CollegeDekho Google Analytics 2023
Website Traffic	CollegeDekho Google Analytics 2024
Counselling Sessions	CollegeDekho Leads 2023
Fees Generated	6500 Crore for 200k students at a fees 325k which would ideally be for the entire course (3-4 years)
Student Enrolled Via CollegeDekho	CollegeDekho Admissions Lifetime
Private College Aspirants	AISHE Report 2019-2020, AISHE Report 2020-2021, AISHE Report 2021-2022, CollegeDekho Leads 2023, CollegeDekho Leads 2022, CollegeDekho Leads 2021
Gross Enrollment Ratio (GER)	AISHE Report 2019-2020, AISHE Report 2020-2021, AISHE Report 2021-2022
Total Count Of Colleges	AISHE Report 2019-2020, AISHE Report 2020-2021, AISHE Report 2021-2022
All geographic/demographic data for India	National Portal of India (Know India) Guidely (Guidely)
Report Coverage Data	AISHE Report 2019-2020, AISHE Report 2020-2021, AISHE Report 2021-2022
Higher Education Industry Size	FY 20 Deloitte Report
Education Sector Industry Size	FY 20 Deloitte Report
Fess Data	As per CLD data from 35k college information
Internet Users in India	The Internet in India Report 2022
Total students enrolling in higher education institutions annually	AISHE Report 2019-2020, AISHE Report 2020-2021, AISHE Report 2021-2022
Top Searches (Streams/Degrees/Colleges)	Online Search Engines 2023-24, Streams are as per keyword volume on search engines
States with the maximum number of colleges	AISHE Report 2019-2020, AISHE Report 2020-2021, AISHE Report 2021-2022

Term/Data	Source/Calculation/Assumption
Districts with the maximum number of colleges	AISHE Report 2019-2020, AISHE Report 2020-2021, AISHE Report 2021-2022
Population Data	AISHE Report 2019-2020, AISHE Report 2020-2021, AISHE Report 2021-2022
Migration Data	CollegeDekho Formfilled & higher 2023, CollegeDekho Formfilled & higher 2022, CollegeDekho Formfilled & higher 2021

Year Term Used	Actual Year
Enrollment	
Most Recent year	2021-22
Previous Year	2020-21
Year Before That	2019-20
Democratize	
Most Recent year	2023-24
Previous Year	2022-22
Year Before That	2021-22



Disclaimer

All information used in this report gives due credit to the respective sources. If any source has been inadvertently missed, it was not intentional. Apart from the digitally enabled enrollment-related data and insights provided by CollegeDekho in the report, no other data is originally from CollegeDekho and CollegeDekho does not claim credit for it. CollegeDekho does not take responsibility towards the veracity of the data issued by any source other than itself.



Collegedekho



**Revolutionizing
Education
Transforming
India**

