



# GENERATION UK-INDIA

**PLACEMENTS IN INDIA**  
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**UKIERI**  
UK-India Education  
and Research Initiative

## GENERATION UK-INDIA CULTURAL IMMERSION

Version 1 – 9 March 2015.

Please note that new versions of this booklet will be uploaded during the application process in order to answer the FAQs we receive.

**Supported by UKIERI**  
**Delivered by IndoGenius**

## Cultural immersion placements information document

### FAQ's

We have compiled a list of the most frequently asked questions, if there is any information you require that is not featured here, please do contact us at [apply@indogenius.com](mailto:apply@indogenius.com)

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## What is it all about?

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## What are the cultural immersion placements?

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Generation UK-India Cultural Immersion Placements enable young people from the UK to enhance their employability through two week immersion placements. Within the cultural immersion strand, in collaboration with our delivery partner IndoGenius, we are offering three separate programmes.

- Make in India Programme
- Study India Programme
- Digital India Programme

## What is the timeline?

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<b>GENERATION UK-INDIA CULTURAL IMMERSION 2015 – KEY DATES</b>	
<b>Activity</b>	<b>Date</b>
Applications Open for Make in India, Study India and Digital India Programmes	12-Mar-15
Applications Close for Make in India and Study India Programmes	15-Apr-15
Results Announced for Make in India and Study India Programmes	Mid May 2015
Applications Close for Digital India Programme	18-May-15
Results Announced for Digital India Programmes	End of May 2015
Pre-Departure Briefings for Make in India and Study India Programmes	1 <sup>st</sup> week of June 2015
Pre-Departure Briefing for Digital India Programme	Mid Sep-15
<b>Programme Delivery</b>	
Make in India Programme	1-14 July 2015
Study India Programme (A)	25 July - 7 Aug 2015
Study India Programme (B)	29 Aug - 11 Sept 2015
Digital India Programme	30 Sept- 13 Oct 2015

## What are the expectations of participants?

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Generation UK-India Cultural Immersion Placements are an intensive educational experience. As organisers, the IndoGenius team strives to provide the most high impact programme possible to maximize the value of your short time in India. We expect students to take full advantage of this incredible opportunity.

### **Programme Schedule**

- Most days begin with activities starting at 6-7am, while a few of the days even starting at 5am.
- The scheduled curriculum for most days does not conclude until 9pm.
- An 11pm curfew will be strictly enforced for all participants.
- Throughout the two weeks, you should expect no more than one day of free time. There is also very little time for shopping.
- We expect students to be fully engaged in the programme.
- All scheduled activities are mandatory, barring illness.
- Punctuality is essential as the entire group must travel and work together.

### **Code of Conduct**

- All successful applicants will be required to sign and adhere to the programme's Code of Conduct (available on the cultural immersion websites).
- It is a good idea that prospective applicants read the Code of Conduct in advance to ensure that this is the right programme for them.
- Students who violate the Code of Conduct, or wish to leave the programme before its completion for reasons outside of serious health or family emergencies, will be held financially responsible for the per-student cost of the programme.

### **Pre-departure Briefing**

- Before departing for India, all participants must attend a pre-departure briefing in a UK city nearest to you, where you will have the opportunity to meet the IndoGenius team, students joining you on the programme, as well as UKIERI Study India alumni.
- Bringing a laptop or tablet computer is optional for Make in India and Study India Programmes, but strongly recommended for the Digital India Programme. IndoGenius and the British Council however are not responsible for the safety of these belongings.

### **Accommodation & Food**

- While in India, students will stay in comfortable budget hotels. There you will be able to access Wi-Fi at personal charge based upon usage.
- Most meals will be served at the hotel. Continental options are generally available for breakfast, while dinner is most often Indian fare. We do our best to accommodate allergies and other food requirements, but participants are responsible for managing their own special needs.

### **University Visits**

Given India's economic resurgence based on high-tech industries and service, many argue that India's future rests with the quality of its human capital—developed in its universities and colleges. With this scenario in mind, the cultural immersion participants have the opportunity to visit some of the top higher education institutions in India.

These visits will include formal and informal student interactions ranging from lectures, cultural activities, debates and sports activities.

## **Dissemination**

Engagement with Generation UK-India is more than a two-week commitment. We encourage all participants to become ambassadors for the programme and for India.

Following your return to the UK, the focus becomes dissemination. We expect all participants to engage in the dissemination component of the programme. A number of activities, such as the completion of a reflective work, event attendance, and university promotion will be required to encourage more of their peers to take up the call to become part of Generation UK-India.

## **What will I gain?**

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The cultural immersion strand of Generation UK-India is designed to increase the employability of participants by developing certain key skills. These include developing universal skills essential to all 21st century graduates, knowledge of Indian culture, and practical skills of living in India.

### **21st Century Core Skills**

Even if you don't return to live, work or study in India a cultural immersion placement in Generation UK-India will have a lasting positive impact on your personal and professional development.

It has become cliché to say the "World is Flat" or that we live in a globalised society, but the reality is that careers in the 21st Century will be very different to recent decades. UK graduates need to be adaptable, creative and confident to adapt in an increasingly competitive and uncertain future.

Experience of India will no doubt help, but we also want students to feel like they themselves have matured as a result of being lucky enough to participate in this unique programme. In that light the programme has been designed so UK students can develop their personal attributes and skills such as: leadership, decision-making, teamwork, presentation, communication, innovation, problem solving and initiative.

### **Cultural Knowledge**

Your cultural placement will provide you with a fantastic introduction to this most fascinating of countries. Last year, for example, we had talks by BBC broadcaster and author Mark Tully, social entrepreneur William Bissell and historian William Dalrymple.

Depending on the placement you are on, themes covered include:

- History
- The geography of India
- The relationship between the UK and India
- Religion
- Politics
- The Indian economy
- The education system (various visits to schools and colleges)
- Architecture
- Music and dance
- Cinema
- The urban environment
- Rural India

The Programme has been designed with themed days covering these broad topics. Using India's cities and villages as our classroom you shall have expert-led introductions and discussions which help students consider answers to some of the big questions about India.

On their return to the UK all participants are expected to produce a reflective work such as a 1,500 word essay, a short story, a visual presentation, a mini-business plan, a short film, or an artwork. These will be used in the Dissemination activities which help promote the Programme and raise awareness of the importance of India to young people in the UK.

### **Practical Skills**

The cultural immersion strand of Generation UK-India also helps UK students develop practical skills that will help you if you choose to visit India again or even decide to live and work in the country.

Basic Hindi classes will help students learn:

- How to respectfully greet someone in India
- How to ask for directions
- How to use an auto/taxi safely
- How to ask someone what their name is and how to tell them your name
- How to ask someone how they are and reply
- How to count to ten and other key numbers
- How to negotiate a price in a shop or using transport

Other important practical skills will be taught at various junctures in the Programme starting with the induction session. For example:

- How to travel safely around the country
- What to do in a medical emergency
- How to cross the road!
- How to wear a sari
- How to dance at an Indian wedding!

### **How Much Will It Cost To Participate in the Generation UK-India Cultural Immersion Placements?**

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#### **The following costs are covered by the British Council:**

- Accommodation
- Food
- Airport pickup (as long as you arrive/depart on the specified dates)
- Tuition
- Activities

#### **Successful applicants need to cover the cost of:**

- Flights

A return flight to India from the UK will cost on average between £500 and £700. The final price will depend on the factors below:

- Number of stopovers involved in your journey – a direct flight will probably be more expensive
- How far in advance you book your flights – booking a flight nearer to the departure date will be considerably more expensive



- Visas – approx. £70
- Travel Insurance
- Vaccinations - Depending on your GP or travel clinic, vaccinations may be free.
- Wi-Fi at the hotel is a personal expense charged by the hotel based on usage.
- We strongly encourage all students to purchase some form of Indian dress while in India for official ceremonies.
- We require participants to purchase a local SIM card to ensure communication.
- Spending money

### How much spending money will I need?

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We recommend about £100-200 spending money—depending on how much souvenir shopping you plan to do. However, there will be only a small amount of free time due to the intensive nature of the programme’s curriculum. You should budget to purchase one outfit of Indian dress to be worn at official ceremonies, the cost of which will vary on your taste and preference. Wi-Fi in the hotels will also be charged separately by the hotel. You will also want to purchase a SIM card and potentially a data package. Cost will vary by usage.

### Is there any funding support?

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Many Universities and Colleges are now providing funding and assistance for this programme. If a current student, we suggest you contact your International Office, School/College Office and Careers Office for advice in the first instance. Participants have in the past also obtained funding from local newspapers, local councils and local businesses, sometimes in exchange for writing an article after the event. The IndoGenius team is happy to provide official confirmation to any successful applicant if needed to release an additional grant.



## About Eligibility

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### What are the eligibility criteria?

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The cultural immersion programme will have the following eligibility criteria based on the aims and objectives of the programme

All candidates must be available for the full amount of time of the placement they select. All participants must be:

- At least 18 years of age at the time of applying
- UK or EU passport holders or have acquired the right of permanent residence in the UK
- Native level English speaker (a high proficiency in English i.e. full mastery of English across all 4 skills equivalent to user (Common European Framework C2) IELTS Band 8/9 in each of 4 sections of the academic module or Aptis level C.)
- Have a permanent address in the UK – EU and non-EU passport holders will need to provide proof of this address.

You are NOT eligible to apply if you have taken part in UKIERI Study India in the past. UKIERI Study India alumni can participate in other Generation UK-India opportunities

### **Additional Eligibility Criteria**

Study India placement applicants must be students currently studying or graduating in 2015 at the undergraduate or postgraduate level at a UK University, Higher Education or Further Education College.

If you are not eligible for this programme, we appreciate your interest and invite you to check out other programmes for which you may be eligible via [British Council Study Work Create](#)

### I am an International student. Can I apply?

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International students can apply if they meet the above eligibility criteria. In addition to being above the age of 18 and being native level English speakers, EU passport holders must be able to provide proof of a permanent address in the UK. Non-EU Passport holders need to have acquired permanent residency in the UK, as well as proof of permanent address in the UK.

### Does it matter what subject I'm studying or have studied?

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No. We welcome applications from candidates of all disciplines.

## How do I apply?

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Please first see the Eligibility Criteria prior to submitting an application.

### **The Online Application**

All applicants for the Make in India Programme, the Study India Programmes, or the Digital India Programme will be required to complete a single online application. This one application can be used to apply for any of these programmes. You can only submit it once. While you can apply for all of these programmes, you will only be able to participate in one.

### **The application deadline is 15 April 2015 for the Make in India and Study India Programmes and 18 May 2015 for the Digital India Programme.**

However, because you can submit the application only once, if you want to apply for the Make in India or Study India Programmes, in addition to the Digital India Programme, you must submit your application by the earlier 15 April 2015 deadline.

The later 18 May 2015 deadline is only relevant for candidates applying only to the Digital India Programme and do not wish to apply for the Make in India or Study India Programmes.

The application includes requests for contact details, certain demographic questions, and seeks to verify that applicants satisfy the eligibility criteria.

Applications will be evaluated on the basis of a few short essay questions that gauge your interest in India, interest in the specific programmes, and your ability to succeed on a programme such as this.

You also have the option to submit a short video on Facebook explaining your interest in the programme, as well as an option to submit additional skills or experience that may be relevant.

### **How is an essay graded?**

All eligible essays will be graded on a numeric scale according to a rubric based on the selection criteria. All eligible essays are read by two readers of the scoring committee. In the event of a discrepancy between scores, the essay is referred to a third reader.

The grades themselves are awarded according to the quality criteria below.

Successful applicants will be able to demonstrate possession of strengths and personal qualities in the following areas:

- Demonstrable motivation for gaining experience in India
- How they can contribute to your placement in India
- Clarity on how participation will develop them professionally in the future
- Clarity on how they will implement the skills gained in India back in the UK
- Relevant skills, interest and experience
- Openness towards new cultures
- Awareness of how they will adapt to a new country and culture
- Maturity to represent the UK in a positive light
- Ability to return as an ambassador for the programme
- Overall enthusiasm and commitment to Generation UK-India
- Strong expression and presentation skills

In advance of applying, it is recommended that students read the Generation UK-India Cultural Immersion Code of Conduct, which all successful applicants will have to sign and adhere.

### **How does the selection process work?**

For each essay in the application, a rubric has been designed to reflect the quality criteria. With reference only to a particular essay, a member of the selection committee submits a grade. Every essay is graded by two reviewers, and a third in the event of a discrepancy. The highest scoring applicants are offered places.

The selection committee reserves the right to dismiss applications from ineligible and low scoring candidates at varying points throughout the selection process if certain answers remove a candidate's overall viability. Tiebreaking criteria have been devised and will be utilized as necessary.

Once all applications have been processed, all candidates will be informed via email of their result. There are three possibilities:

- Conditional offer of a place on the programme and instructions to submit documents for proof of eligibility
- Reserve place on the programme
- Notification of rejection

Due to the high volume of applicants it is not possible to provide feedback on specific applications. Webinars and workshops are held during the application process to provide guidance on how to submit the best possible application you can.

### **Submitting the Application**

While completing your application, you will be able to save and return to your work at a later time by clicking the "Save Answers and Resume Later" button at the bottom of each page. Doing so will save your work and allow you to resume later.

When you submit your application, you will see a confirmation page. You should also receive an automatic email at the address you provided in the application. This will inform you that we have received your application, as well as ensure that you have instructions for the next steps.

### Are the placements full yet?

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All successful candidates are made known on the announcement date. People are not accepted on a first come, first served basis.

### Have you received my application yet?

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Once clicking submit on your application, you will receive a confirmation page, as well as an automatic confirmation email, with next steps. If you haven't received it, be sure to check your junk mail.

### Can you give me any tips on what to say in the application?

We cannot give you individual advice on this. Look carefully at the selection criteria and try and match your skills and experience to this. Attending an information workshop at a UK city near you or an application webinar may also be useful to you.

### How will I find out if my application has been successful?

We will email you on the email address you supply. Please also become a fan of the Facebook page to receive any updates there as well.

### Can you please tell me why my application was unsuccessful?

Unfortunately due to high numbers we will not be able to give individual feedback on applications.

### I don't yet have a passport – I've only just applied. What do I enter in the passport number section?

Write *currently applying* in the passport number section.

If you have been offered a place on the programme, when submitting passport details, you will be requested to submit proof of your application.

### I want to go so much that I'm happy to pay the full cost of this programme. Can I just pay the money and go?

Sorry no, this is not permissible at this time. However, if you are not eligible for this programme, we appreciate your interest and invite you to check out other programmes for which you may be eligible via [British Council Study Work Create](#)

### Do I need a reference to support my application?

We reserve the right to request a reference from a staff member at your institution following the submission of your application. If necessary, this should be submitted from a lecturer or a member of school staff who can confirm your current status at that institution and who knows you well enough to write a character reference.

## Before Departure

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### Will I get to meet other participants before I travel?

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We run mandatory pre-departure briefings which provide an opportunity for you to meet the organisers from IndoGenius and the British Council, along with alumni from previous UKIERI Study India Programmes, and ask any further questions you may have.

You will also be invited to a closed Facebook group where you can get in touch with other students attending the placement on the same dates as you – and share your queries and information.

### Will I receive a handbook prior to departure?

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We will provide you with a handbook prior to departure containing essential information regarding what to pack, etiquette in India and general health and safety advice.

### Is there any information I can give to my next of kin before departure?

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You will be advised to share the handbook along with contact information along with your next of kin. They will also have access to view a recorded pre-departure webinar, which will provide detailed information before arrival of all confirmed participants.

### Will I need a laptop for the programme?

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We strongly recommend participants bring a laptop for the Digital India Programme. It is an optional requirement for Make in India and Study India depending on your preference for blogging, email, etc.

### Do I really need to have travel insurance?

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Definitely, as it is a mandatory course requirement. Make sure your travel insurance covers emergency repatriation costs. Although the risks of your being in a situation where you have to return home early are very low, if you had for example a medical emergency it could cost prohibitive amounts. Current university students may wish to ask their institution if there are policies in place for students travelling abroad.

## Getting to India

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The British Council or IndoGenius do not manage or coordinate any aspect of your travel to and from the UK to India. It is your responsibility to research, fund and arrange your own independent travel itinerary.

Once you have been offered a confirmed place on a Generation UK-India cultural immersion placement, we will provide you with practical information and advice relating to booking a flight.

- We will inform you of the deadline by which you must book and confirm flight and travel insurance.
- We will inform you of the 'Meet & Greet' details of the IndoGenius team member who will receive you at the airport in Delhi or Mumbai.
- We provide you an invitation for a closed Facebook group to meet and discuss arrangements with other participants.

Please make sure that you have funds in place to be able to book your flight. Regardless of the reason, we **cannot** offer any extensions to flight and travel insurance deadlines.

In the interests of fairness to all participants, if you cannot meet the flight and travel insurance deadline we will revoke your status as a confirmed participant on a Generation UK-India placement.

**Please DO NOT book or make any travel arrangements unless you have been notified to do so by the IndoGenius team.**

## I have other commitments during this period. Do I have to stay for the whole programme?

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Yes, you do! If you cannot commit to the entire programme, you should not apply for the programme. If your commitments changes after having applied, please inform us as we will have to remove your application from consideration.

## I have exam resits. Can I arrive one day late?

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No. We want people to get the full benefit of this programme so we will only accept people who are able to attend the full duration.

### When do I need to arrive in India?

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You are required to attend the programme in full; hence you cannot arrive late or leave early.

#### **Make in India Programme**

The programme itinerary begins **1 July 2015 (Wednesday)**

You will need to arrive in Mumbai no later than: **7.00am 1 July 2015 (Wednesday)**

Accommodation at the hotel will be provided the night of 30 June 2015.

The programme ends in Delhi the evening of **14 July 2014 (Tuesday)**. That is the last night's accommodation provided at the hotel.

You will need to be available for the **FULL** duration of the programme:

**You cannot arrive later or depart earlier than these dates.**

#### **Study India Programme (A)**

The programme itinerary begins **25 July 2015 (Saturday)**

You will need to arrive in Delhi no later than **7.00am 25 July 2015 (Saturday)**

Accommodation at the hotel will be provided the night of 24 July 2015.

The programme ends in Mumbai the evening of **7 Aug 2015 (Friday)**. That is the last night's accommodation provided at the hotel.

#### **Study India Programme (B)**

The programme itinerary begins **29 August 2015 (Saturday)**

You will need to arrive in Mumbai no later than **7.00am 29 August 2015 (Saturday)**

Accommodation at the hotel will be provided the night of 28 August 2015.

The program ends in Delhi the evening of **11 Sept 2015 (Friday)**. That is the last night's accommodation provided at the hotel.

#### **Digital India Programme**

The programme itinerary begins **30 September 2015 (Wednesday)**.

You will need to arrive in Mumbai no later than: **7.00am 30 September 2015 (Wednesday)**

Accommodation at the hotel will be provided the night of 29 September 2015. The programme ends in Bengaluru (Bangalore) the evening of **13 October 2015 (Tuesday)**.

That is the last night's accommodation provided at the hotel.

**You cannot arrive later or depart earlier than these dates. The option of staying additional nights is not guaranteed at the same accommodation, and would need to be funded by you.**



### What is internet access like in India?

The hotels in which you will be staying are equipped with wireless internet access. In most cases, the hotel charges additional fees for this based on personal usage. For internet access outside of the accommodation, we recommend purchasing a mobile data package.

### When I arrive in India how do I get to the accommodation hotel?

On your arrival at the airport, a member of the IndoGenius team will meet you and escort you to the hotel. You will also travel with other participants arriving at a similar time.

### What support will I have while in India?

The IndoGenius team will assign a dedicated Team Leader for a certain number of students. This Team Leader will be your primary point of contact for all your needs and queries.

### How much free time will I have to explore India while on the programme?

Very little-- the programme schedule is very intensive. We expect all participants to make the most of the opportunity by engaging in all activities and abiding by the Code of Conduct.

### What if I lose something in India and need to claim it on my insurance?

Your insurance company must primarily guide you as requirements may vary. You will probably need to obtain a police report from a local police station in India. If you need to do this we will arrange for a team member to accompany you to interpret for you. When arranging insurance, you should check the excess amount.

### Can my friends and family come and visit me on the programme?

No. We do not encourage your friends and family to come and visit. This is intended as a learning experience for you. You will be busy with the programme and have limited free time to spend with them. Also, friends and family cannot stay in the accommodation with you.

### What clothes should I take?

It will be hot and humid in most locations, so light loose fabrics. We recommend that you dress in a way that is appropriate and sensitive to the culture. More advice will be given on this in the pre-departure information.

## Accommodation

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### What is the accommodation like?

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You will be staying in comfortable budget hotels, where you will share either a twin bedded room or in some cases a room with three beds with participants of the same gender.

### How are rooms allocated? Can I share with a friend I made on Facebook?

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Rooms will be allocated as you arrive in India according to your arrival time. We normally do not grant special requests for rooming preferences.

### Can I swap rooms so as to share with a friend?

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We normally do not allow room swapping. In rare circumstances the organisers may grant such approval.

### Can I stay in a single room if I pay extra?

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Unfortunately we cannot accommodate requests to have a single room; you must be willing to share.

### Can I arrange my own accommodation?

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No. You must stay where you are assigned to with all other participants.

## Food and Health

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### What food will I receive?

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Most meals will be served at the hotel. Continental options are generally available for breakfast, while dinner is most often Indian fare.

### I have specific dietary requirements. I require Kosher or Halal food, is this available in India?

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Kosher food will be difficult to locate, so you will need to do your research prior to departure as the availability of suitable restaurants and eateries will be limited. However halal food is widely available.

### I am a vegetarian; will I be able to find vegetarian food in India?

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Vegetarian food is easily available in India.

### Can I buy western style food in India?

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Yes, you will be able to as many western fast-food chains such as McDonalds, KFC and Subway are available in all the major Indian cities.

### Do I have to pay for food while I'm there?

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Generation UK-India provides three meals a day. If you wish to eat outside of the programme schedule you will have to pay for your own food.

### I have a nut allergy. Can I eat Indian food?

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Most Indian food is cooked with peanut oil. Generation UK-India cannot guarantee the food you are eating, even if the accommodation is nut free. If you choose to come on the programme, you are responsible for managing your allergy. You need to make you sure you have the proper medication with you and tell the coordinators how to administer it. You also need to make sure you have adequate insurance and know the details of the nearest emergency services.

### What about other allergies?

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If you have an allergy you are responsible for managing it as we cannot guarantee what is in the food.

### I'm worried about food poisoning- should I be?

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Before you leave we will give you advice on food hygiene and recommendations on what to avoid. You may get sick at some point and should make sure you bring the appropriate medication. Other Study India participants have recommended bringing a supply of plain food, such as crackers with you to help settle an upset stomach.

#### Do I need to take Malaria tablets?

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We advise you take medical advice from a doctor.

#### What injections do I need to take?

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We advise you take medical advice from your doctor. We recommend getting up to date vaccinations.

### What is the time commitment of the dissemination activity and what does it involve?

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All participants will be encouraged to contribute to the programme's shared blog. You will be asked to commit to at least one residential debrief session in London. Part of the dissemination activity includes university promotion events. You will also be given the opportunity to participate in other alumni and India related events. All participants also produce a piece of reflective work, such as an essay, a film, a short story, a business plan, etc.

### How are the cultural immersion placements organised and funded?

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Generation UK-India is a British Council programme offering a range of opportunities to gain experience in India. The cultural immersion strand is supported by **UK India Education and Research Initiative (UKIERI)** and delivered by **IndoGenius**.

The **UK India Education and Research Initiative (UKIERI)** started in April 2006 with the aim of enhancing educational links between India and the UK. In the last five years, UKIERI has played a pivotal role in establishing a step change in the educational relations between the two countries. In recognition of the substantial achievements and building on the success of this initiative, the programme has been extended for 5 years from 2011 to 2016. The extension was announced by the UK Prime Minister Mr. David Cameron and Indian Prime Minister Dr. Manmohan Singh in July 2010.

**IndoGenius** is a private Indian company based in New Delhi since 2009 that assists universities, businesses, NGOs and government agencies from around the world interact with India. IndoGenius' work is directed by the firm belief that the next chapter of the human story will in part be defined by the economic and intellectual re-emergence of India and that the world can learn from, as well as contribute to, this re-emergence. This belief is reflected in the company's composition, which combines the talent and passion of Indian nationals who have always called India home with expats from the UK, US, Europe and Africa who have chosen to make it so. In pursuit of these goals, IndoGenius has worked with dozens of US, UK, Australian and EU institutions and their Indian counterparts. This includes providing student immersion programs; research and policy reports; and other strategic initiatives such as academic collaborations, campus development plans, and graduate career opportunities.