

DEPARTMENT OF EDUCATION, HP

PROPOSAL FOR THE H.P GLOBAL INVESTORS' MEET-2019

Introduction

India holds an important place in the global education industry. Indian Education sector is amongst the largest in the world, with an extensive network of more than 1.4 million schools (with over 260 million students enrolled) and more than 903 universities and 40,000 colleges. The education sector in India has witnessed paradigm shift in recent times. Once viewed largely as a charitable or philanthropic activity, it has since metamorphosed into an 'industry' in its own right. Several initiatives are being taken by the government to encourage investments in education sector. The country's demographic advantage of a large young population coupled with low gross enrolment ratios (GERs) presents a huge opportunity to players in the education sector. Education industry is thus attracting sizeable investment, most notably in primary, secondary and higher education. The absence of adequate educational facilities and institutions coupled with an overwhelming demand for quality education presents opportunities for investors.

Market Size

India has the world's largest population of about 500 million in the age bracket of 5-24 years and this provides a great opportunity for the education sector. The education sector in India was estimated at US\$ 91.7 billion in FY18 and is expected to reach US\$ 101.1 billion in FY19.

Number of colleges and universities in India reached 39,050 and 903, respectively in 2017-18. India had 36.64 million students enrolled in higher education in 2017-18. Gross Enrolment Ratio in higher education reached 25.8 per cent in 2017-18.

The country has become the second largest market for e-learning after the US. The sector is expected to reach US\$ 1.96 billion by 2021 with around 9.5 million.

The total amount of Foreign Direct Investments (FDI) inflow into the education sector in India stood at US\$ 1.75 billion from April 2000 to June 2018, according to data released by Department of Industrial Policy and Promotion (DIPP).

Road Ahead

In 2030, it is estimated that India's higher education will:

- Adopt transformative and innovative approaches in Higher education.
- Have an augmented Gross Enrolment Ratio (GER) of 50 per cent
- Reduce state-wise, gender based and social disparity in GER to 5 per cent.
- Emerge as a single largest provider of global talent, with one in four graduates in the world being a product of the Indian higher education system.
- Be among the top five countries in the world in terms of research output with an annual R&D spent of US\$ 140 billion.
- Have more than 20 universities among the global top 200 Universities.

EDUCATION IN HIMACHAL PRADESH

Education has always remained one of the top priorities of the State Govt. Consequently, the State of HP has achieved remarkable progress in the field of education and it is fast emerging as Education Hub in the country. State Govt. is stressing on quality education and a number of steps have already been taken towards that direction and to ensure quality education. In several national level surveys conducted by various agencies and also in a recent survey conducted by India Today Group,

Himachal Pradesh has been declared as best emerging State in India in the field of education. In a State of States awards in India Conclave, Himachal Pradesh received the award for best performing State in the field of education. The State Govt. is paying attention to strengthen education sector. Basic infrastructure is being upgraded so as to make Himachal Pradesh an Education Hub of the Country.

Himachal Pradesh is home to many educational institutions offering a wide variety of courses.

There are 5 Govt. Universities and 17 Private Universities

138 Govt. Degree Colleges and 60 Private Degree colleges

5 Govt. Medical colleges, 2 Private Medical Colleges,

5 Dental Colleges, 11 Law Colleges, 77 B.Ed. Colleges, 40 JBT Institutions and 28 Poly-Technical Institutions in Higher Education.

There are total 931 Govt. High Schools and 1841 Govt. Senior Secondary Schools. In addition to all these, there are total 1623 Private High and Senior Secondary Schools and thousands of Middle and Primary schools in Himachal Pradesh.

Issues of Concern

Despite the fact that Himachal is performing comparatively better in the field of education but still there are certain issues of major concern.

- ❑ The renowned world class institutes currently available in our State were established only before Independence of the country.
- ❑ Though there are several universities, colleges and schools but world class institutes are yet to be established in the State and the gap between demand and supply still exists.
- ❑ The need for world class infrastructure so as to provide best educational facilities including residential facilities to the students from various places of the country in Himalayan environ is greatly felt.
- ❑ Though the literacy rate and GER of the State is much higher than other states but still there is scarcity of skilled work force.
- ❑ Despite having 17 universities and hundreds of colleges, more than 35000 students are still studying outside of the State.
- ❑ Employable and Skilled Work Force is not being produced. Therefore, there is a wide scope for the investors to establish world class residential universities/colleges in the State.

Himachal Pradesh: A Land of Immense Potential and Heaven for Investors

The beauty of Himachal has inspired many poets, painters, writers, travelers and investors over the period. The Indian Switzerland has plethora of hidden, secret and pristine gateways blazing with beauty. For sheer geographical diversity, few places in the world are as richly endowed as Himachal Pradesh is. Situated on the foothills of the Great Himalayas, the land of variety, Himachal Pradesh is **popularly known as Dev Bhoomi**. The beautiful hill state is a microcosm of vast and varied Himalayas. It has got its rare place in the map of the world, for its scenic beauty, natural wealth, historic legacy, cultural heritage, serene atmosphere and pollution free environment, rising mountains and unique flora and fauna. The state is now widely explored and exposed to people of different tastes and interests; with the increasing penetration of electronic and print media. The state is proud of its glorious history and rich cultural heritage. Abundant natural and Human resources of the state of

Himachal make it a land of immense potential. Robust infrastructure for Educational Institutes, Pharmaceuticals and other industries including Food Processing, Bio-technology, Horticulture and Renewable Energy coupled with natural and scenic views, famous hill stations and tourists' hot spots create a booming business landscape in the State.

WHY HIMACHAL???

A resource rich state with plenty of opportunities, Himachal Pradesh offers promising opportunities for investment in the field of education because of following reasons:

- A resource rich state with abundant scenic beauty
- Peaceful state
- Peaceful, stable and good governance.
- Inexpensive availability of pollution free land.
- Easy availability of quality water and electricity .
- Easy road and air connectivity with other part of the country.
- Health environment ensures a good quality of life for people.
- PPP or Public Private Partnership ventures are encouraged here.
- There is a facility of clearance of the projects through single window clearance mechanism

In the Socio Economic arena Himachal Pradesh is performing wonderfully well.

In Education, HP is the best performing state. The state is ranked best amongst the Indian state in Sustainable Development Goal. In Entrepreneurship and Environment and Cleanliness , HP is amongst top 5 states. Himachal Pradesh accounts for 26 % of the total Hydro Electric Potential of the country. In Health and Wellness parameters, the state of Himachal is in top 3 states.

Goal/Vision

- To create world class infrastructure so as to provide best educational facilities to the people of India in Himalayan environ.
- To attract the global investors to invest in the sector of education in Dev Bhumi Himachal Pradesh
- To bridge the gap between demand and supply
- To make Himachal the most preferred destination for the investors.
- To showcase the potential business opportunities of Himachal to the investors as well as highlighting the rich cultural heritage of the state
- To produce skilled and employable work force.
- To establish world class institutes in the State.
- To expand the frontiers of knowledge through the provision of excellent conditions for teaching, learning, research and extension activities.
- To contribute to the transformation of society through education, awareness, creativity, research and innovation.
- To provide an affordable, accessible, and accountable higher education.

- To keep the state at the top position with world class facilities capable of bringing transformation through education in the society and also to be responsive to the changing global trends.
- To provide a platform to bring together Heads of the State, Leaders from Corporate World, Senior Policy Makers, Development Agencies, Heads from Institutions of international repute and Academia from around the world to further cause of socio-economic development in the state.
- To attract investment in the sectors of Agri-Business & Food Processing, Manufacturing & Pharmaceuticals, Tourism & Hospitality, Power & Renewable Energy, Health Care & AYUSH, Infrastructure & Logistics, Electronics & IT, Education and Skill Development.
- To boost the share of Manufacturing in the GDP of the state.
- To generate employment opportunities and encourage entrepreneurship.
- To inculcate an ecosystem that supports its stakeholders to excel in a variety of economic activities.
- To promote 'Make in Himachal' and thereby encourage 'Make in India'.

Proposal for the H.P Global Investors' Meet -2019

Establishment of 10 world class Residential Schools having State of the Art infrastructure.

- Each school will have strength of at least 2500 students.
- 25% of the quota should be reserved for the State of Himachal Pradesh.
Industrial Gharanas shall be invited to establish the Residential Schools.

Establishment of 10 world class Residential Universities/ Colleges having State of the Art infrastructure and Latest Courses.

Opportunities are also in the field of non Conventional and Specialized fields.

Institutes to provide education / training in:

- Fine Art
- Performing Art
- Yoga Studies
- Journalism and Mass Communication
- Sports and Physical Education and Management
- High Altitude Training
- Traditional Knowledge
- Science Instrumentation Center
- Commerce , Finance and Management Studies
- Institutes of Soft skills and Personality development
- Institutes of Digital Learning / M- Learning or E-Learning
- Institutes of Digital Education Solutions
- Institutes of Training Centers

Setting up of Planetarium / Science City/ Educational Activities Centers

Planetarium is a theater built primarily for presenting Educational and entertaining shows about astronomy and for training in celestial navigation, World over, Science Cities have been encouraging and supporting the start up culture which is led by innovation to achieve high growth knowledge based businesses. The aim of establishing Science city is to promote the culture of innovation and competitiveness of businesses of associated and knowledge based in instructions.

As of now, there is no Planetarium/ Science city in Himachal Pradesh. Students and general Public visit other States for seeking knowledge of Planetarium and Science city etc. Himachal Pradesh is a vibrant Tourist destination where the large number of National and International Tourists visit the State. The tourist will get the opportunity to visit these sites, for knowledge as well as amusement. For investors it will be a beneficial project to fetch good returns.

Institutes with Trending / Non-Technical/ Off Beat Courses:

There are certain Non-Technical or off beat courses that exist apart from technical ones. Doing these courses will help the students to stand out in the job market competition? Such courses are rarely available in Himachal Pradesh; therefore there are good opportunities for the investors in this field.

Following are some such trending/ off beat or non-technical courses where investors in Himachal are welcome:

- Finance / Investment
- Marketing /Advertising / Communication
- CA / CFA /CWA/FRM/CQA
- Forex and Treasury Management
- Finance accounting
- Investment Banking
- Digital Marketing
- Beauty Care
- Designing
- Photography
- Jyotish / Astrology
- Day Care /Crèche/ Pre-Schools
- Private Tutorial Services
- Open e-Library /e- Book Club
- Machine Learning/ Artificial Intelligence Learning

Establishment of World Class YOGA & SPIRITUALISM CENTER

Yoga, an ancient Indian practice encompassing physical, mental, and spiritual wellness has become one of the hottest trends in the fitness, wellness and education industry. Stress and unhealthy lifestyles continues to create diseases and ailments amongst a majority of the population, leading to more and more people looking at yoga for wellbeing.

The overall wellness market in India is estimated at INR 490 billion. Wellness services under which yoga studios or fitness studios would fall under alone comprise 40% of this market. Over the next three years, the Indian wellness industry is estimated to grow at a CAGR of 20% to reach INR 875 billion. The consumers changing mindset from remedial care to a preventive care approach is set to drive this tremendous growth in the wellness industry in India. With the practice of Yoga playing an important role in preventive care, the opportunity for establishing a successful yoga studio in India is excellent.

Establishment of Coaching Academies and Centers to prepare the students for Competitive Exams, Career and Personality Development.

Establishment of Institutes to provide low cost models of Education delivery through online or blended teaching -eg Massive Open Online Course preparation centres to provide e-contents in Educational Institutions.

In addition to the above, attention of investors is also drawn towards the following areas:

- Development of residential schools on PPP Mode.
- Development and operation of NIFT in PPP Mode.
- Development of Research and development Centre (R&D).
- Establishment of traditional knowledge study centres.
- Opening of New Universities/Colleges with applied and latest courses.
- Establishment of New Colleges meant for specialized courses like Law College, Art College, Sports College, Commerce College, Language College etc.
- Opening of technology based institutes to enable low cost models of education delivery through online/blended learning.
- Establishment of Community Colleges to enable multiple points for students entry and exit.
- Development of High Altitude Sports Training Centres.
- Development of shooting range.
- Development of Himalayan Study and Traditional Knowledge Centres.
- Establishment of coaching academies/centres.
- Establishment of industrial incubation centre.
- Establishment of Teacher Training Centre