



ENGINEERING

OUTLOOK 2019



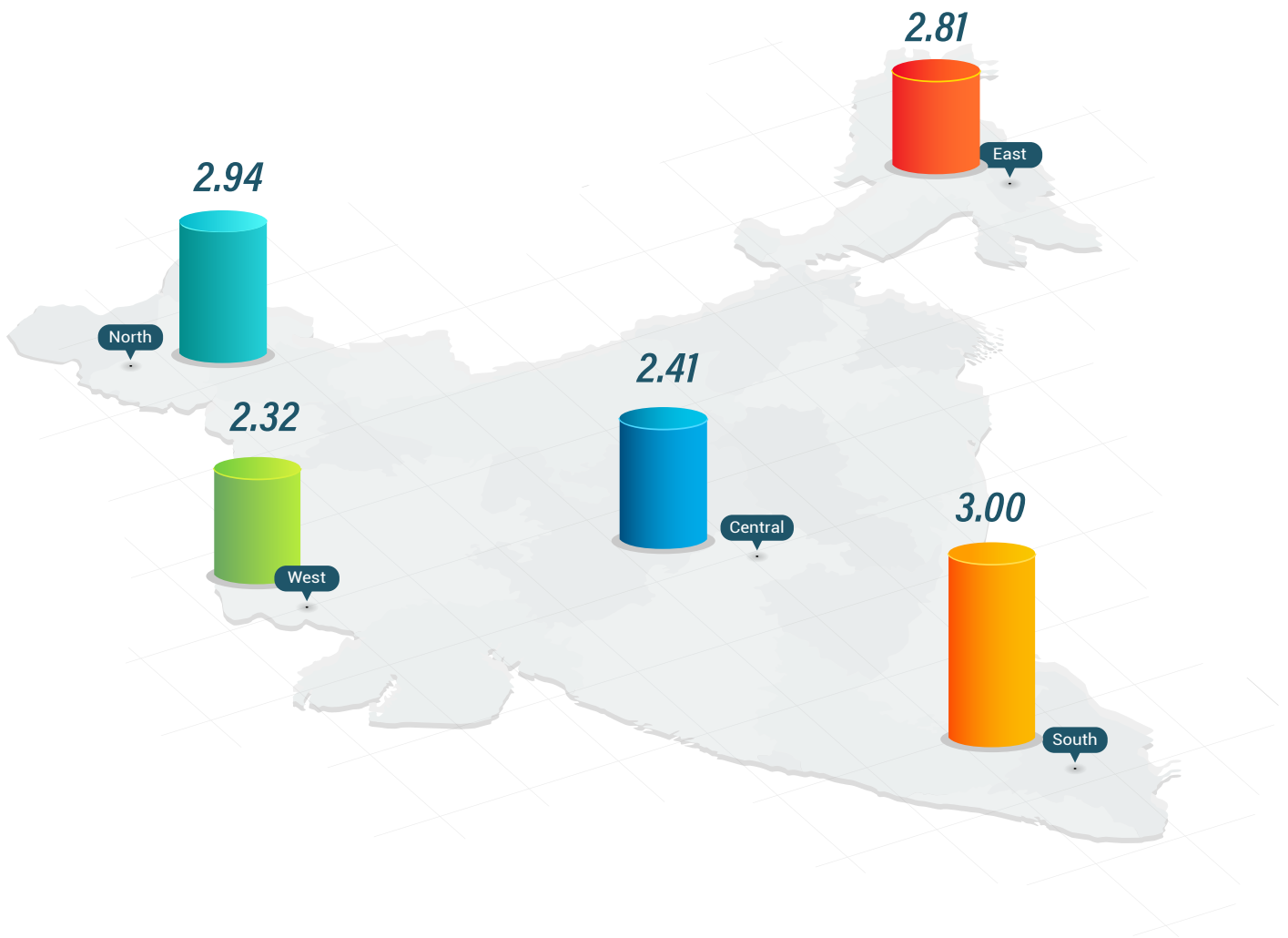
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1

Average count of Engineering Entrance Exams given by students across regions in India



83% of the students in West & 80% in Central enroll for 3 or less Engineering Entrance Exams

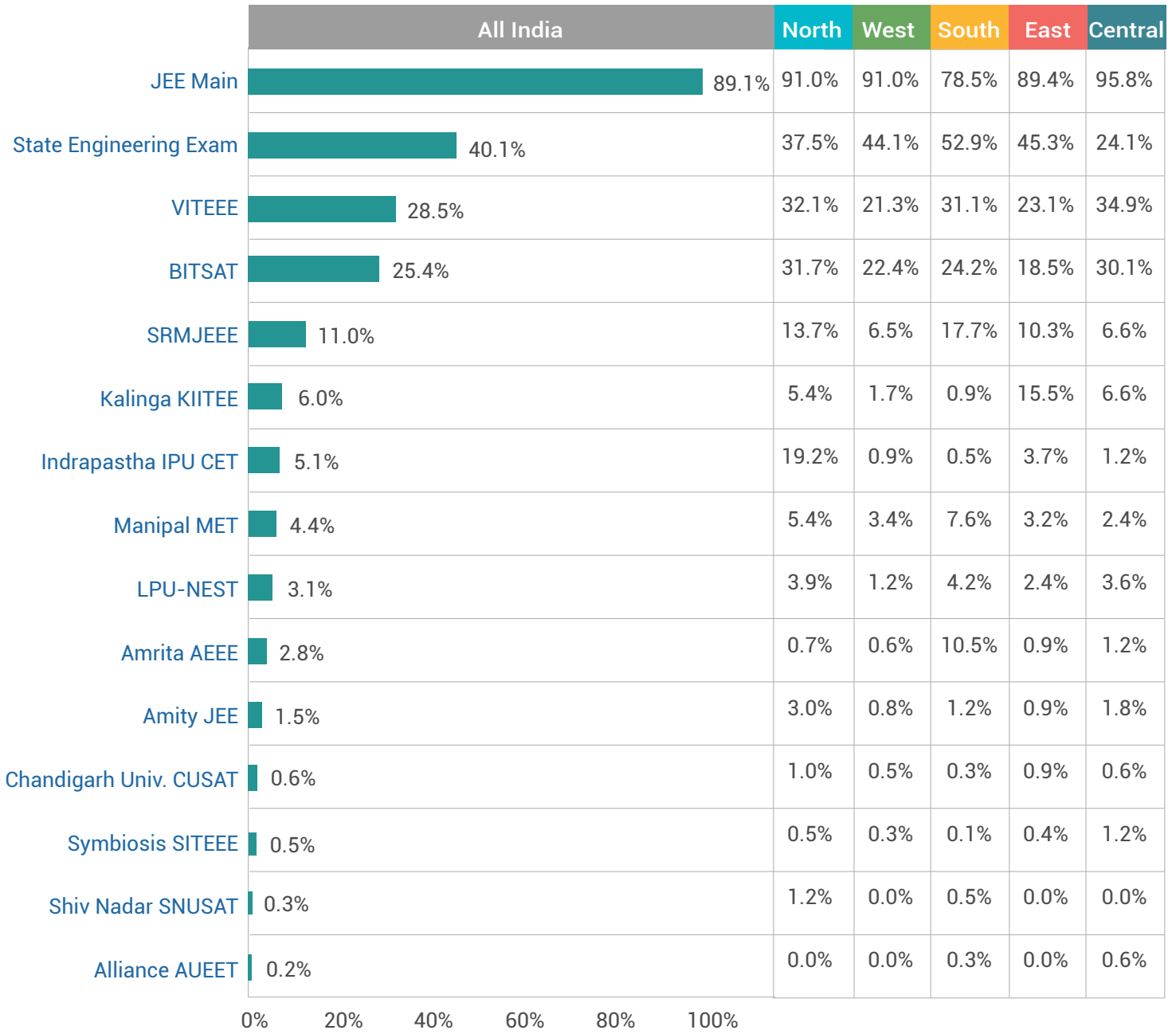
33% of the students in North & 29% in East enroll for 4 or more Entrance Exams

21% of the students in South enroll for 5 or more Engineering Entrance Exams



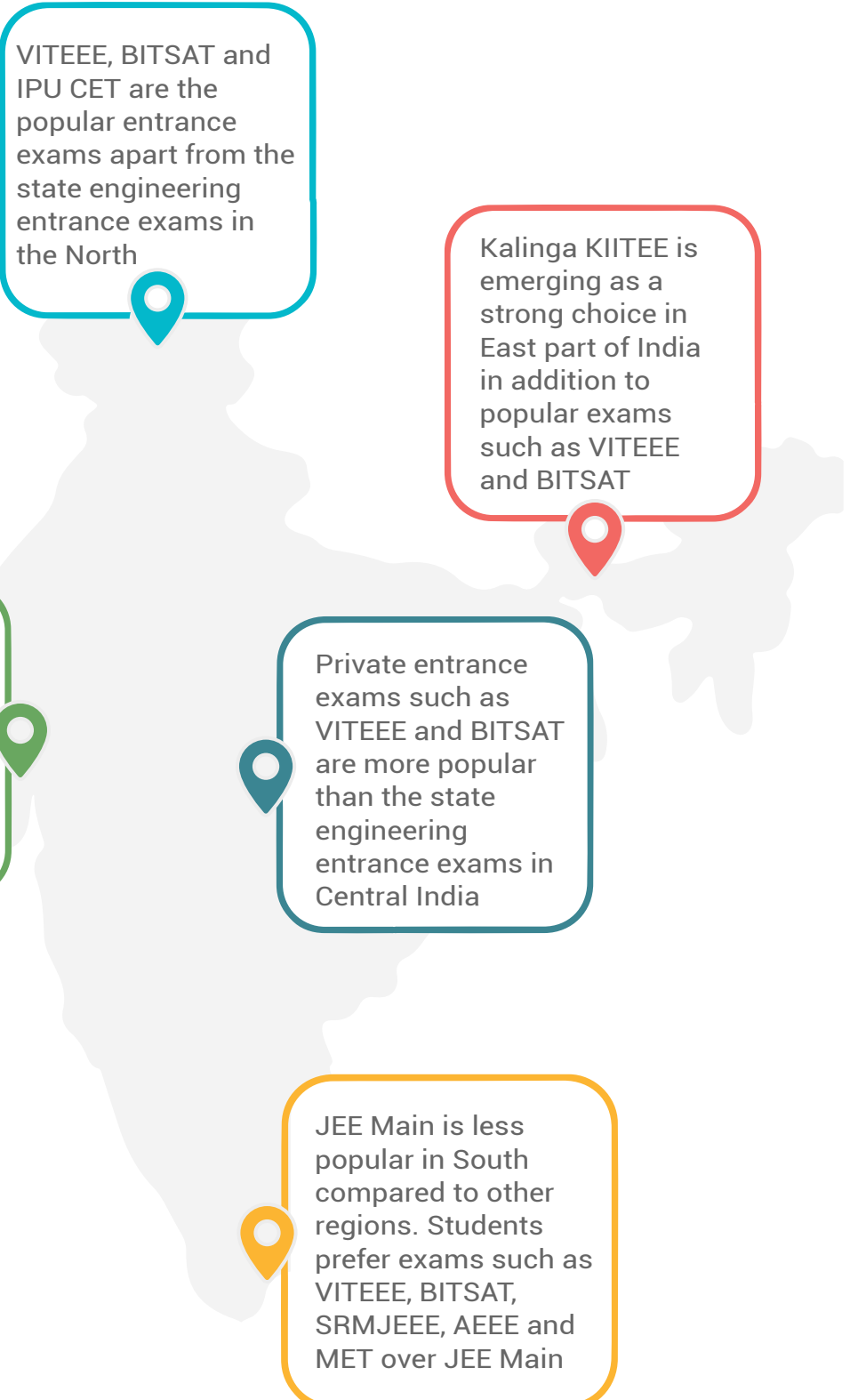
2

Popular Engineering Entrance Exams across regions



■ North
 ■ West
 ■ South
 ■ East
 ■ Central
 ■ All India





VITEEE, BITSAT and IPU CET are the popular entrance exams apart from the state engineering entrance exams in the North

Kalinga KIITEE is emerging as a strong choice in East part of India in addition to popular exams such as VITEEE and BITSAT

Besides JEE Main and the state entrance exams, VITEEE, BITSAT and SRMJEEE are popular entrance exams in the West

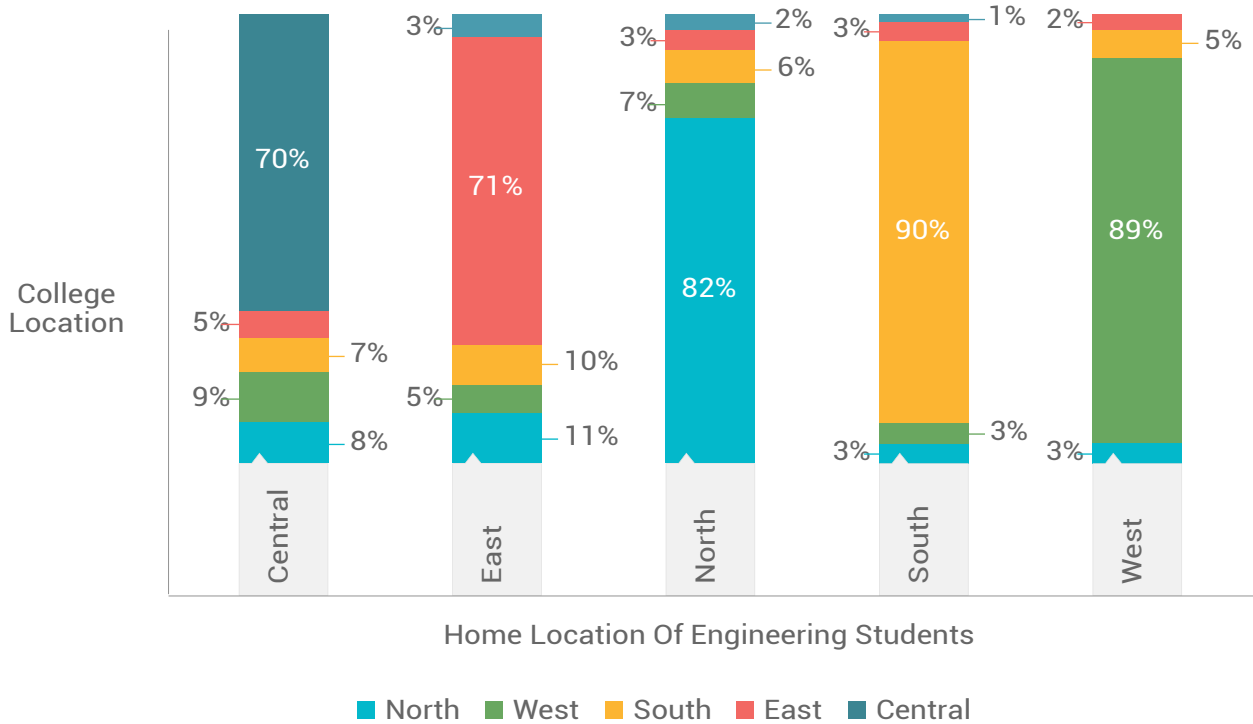
Private entrance exams such as VITEEE and BITSAT are more popular than the state engineering entrance exams in Central India

JEE Main is less popular in South compared to other regions. Students prefer exams such as VITEEE, BITSAT, SRMJEEE, AEEE and MET over JEE Main



3

College location preference (region-wise) for Engineering students in India



“ 90% of the students from South, and West want to study in their respective region. However, only 70% of the students from Central and East want to study in their respective regions ”

“ Students from all across India except those from the Central region are least interested in studying Engineering in the Central region ”

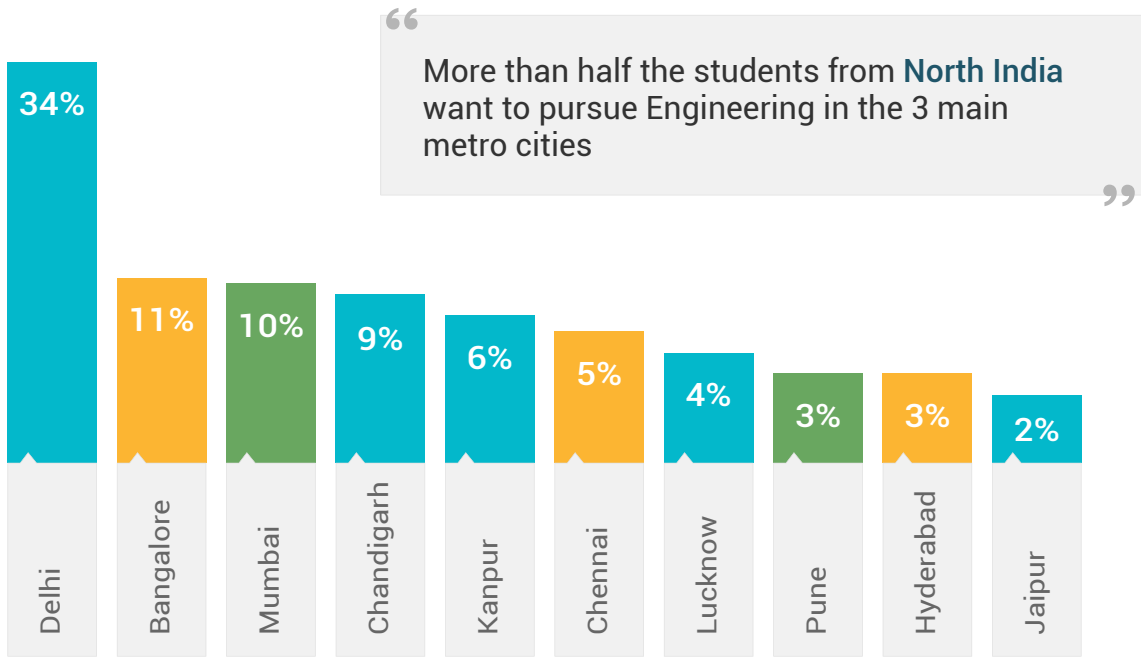
“ Students from Western India are not at all interested in studying Engineering at a college in Central India ”



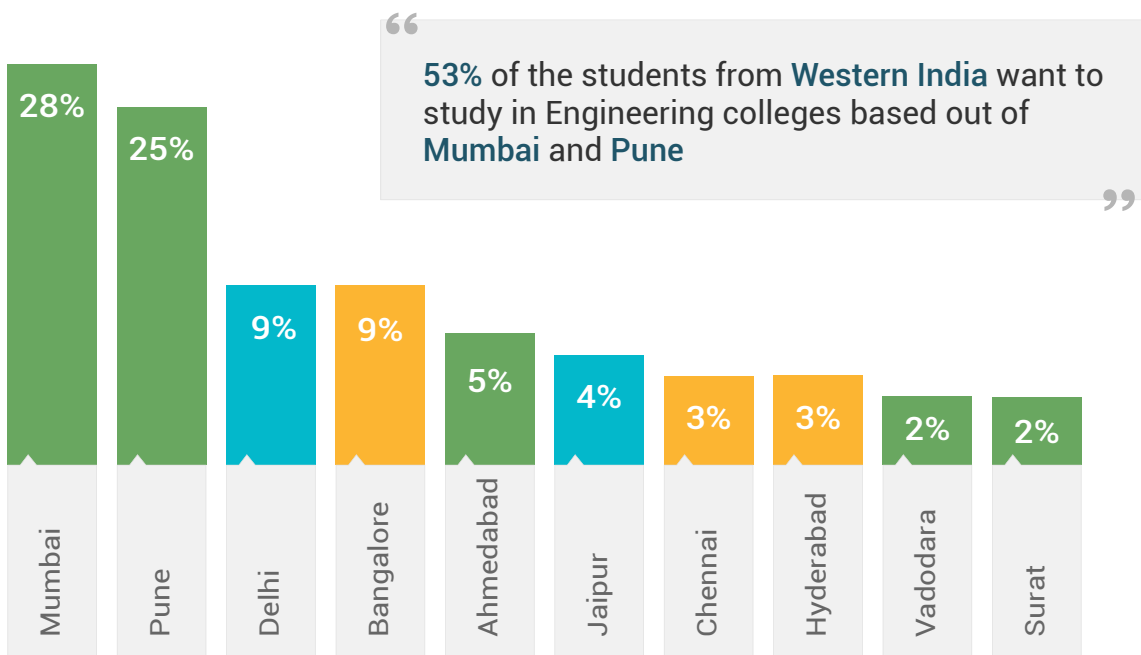
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Top 10 cities preferred by students to study Engineering in India

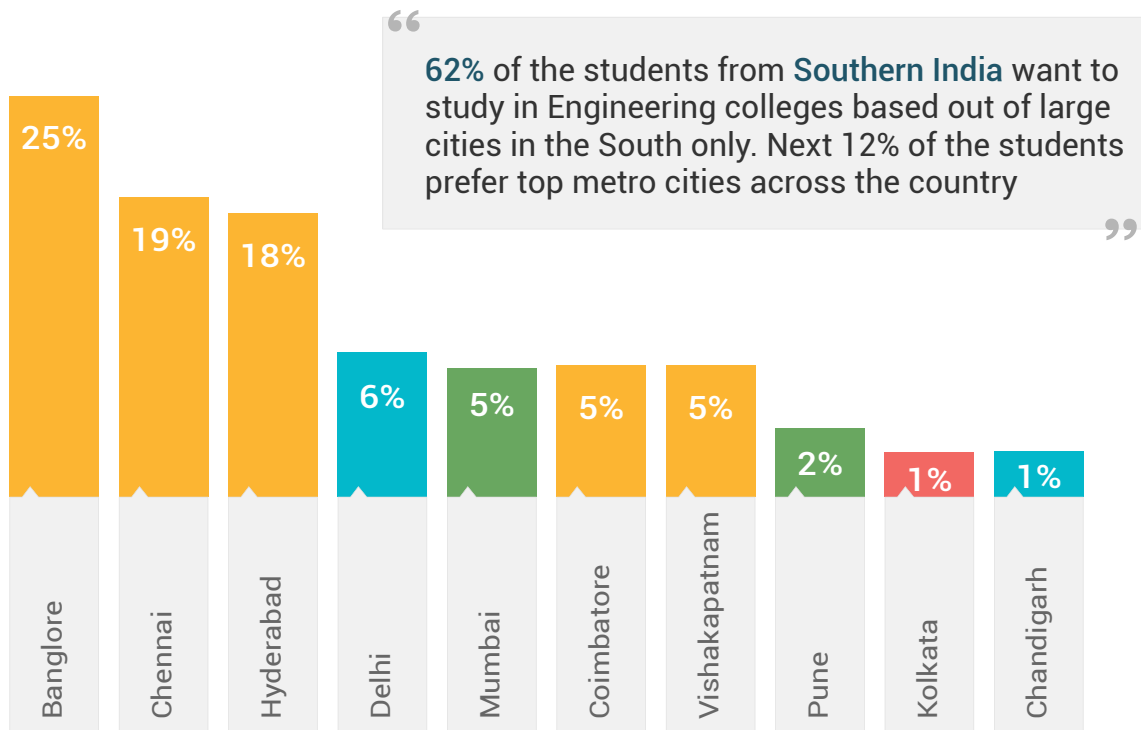
#1 Students based out of Northern India



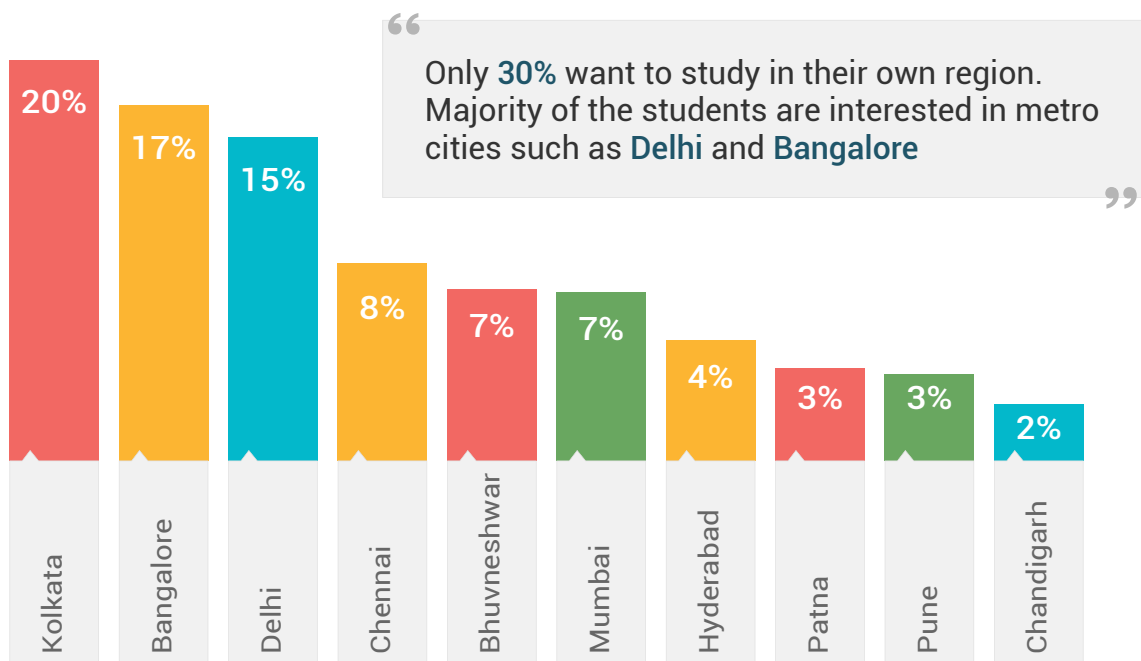
#2 Students based out of Western India



#3 Students based out of Southern India

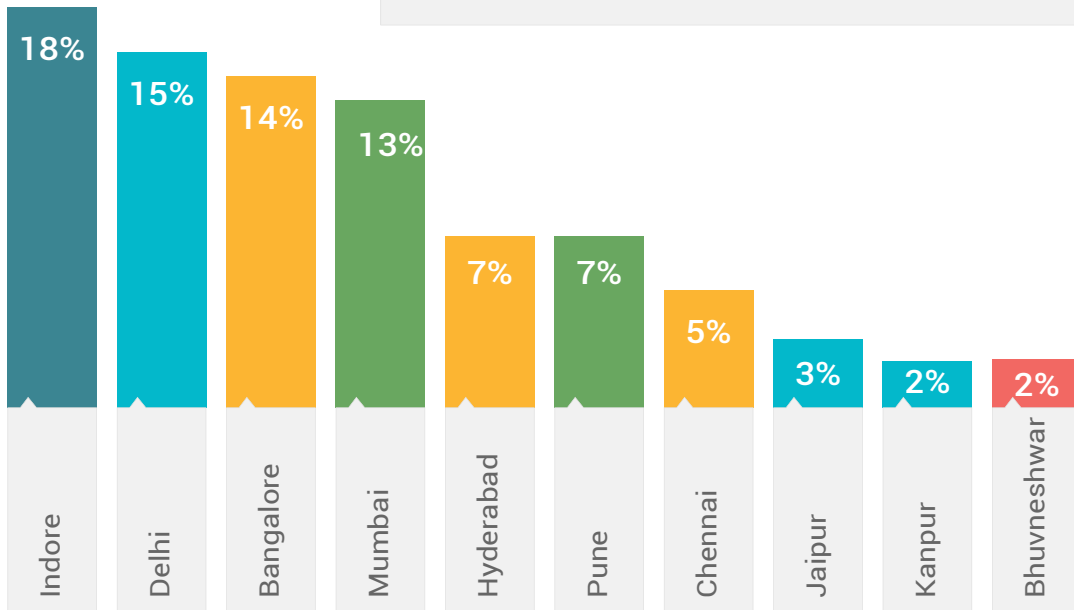


#4 Students based out of Eastern India



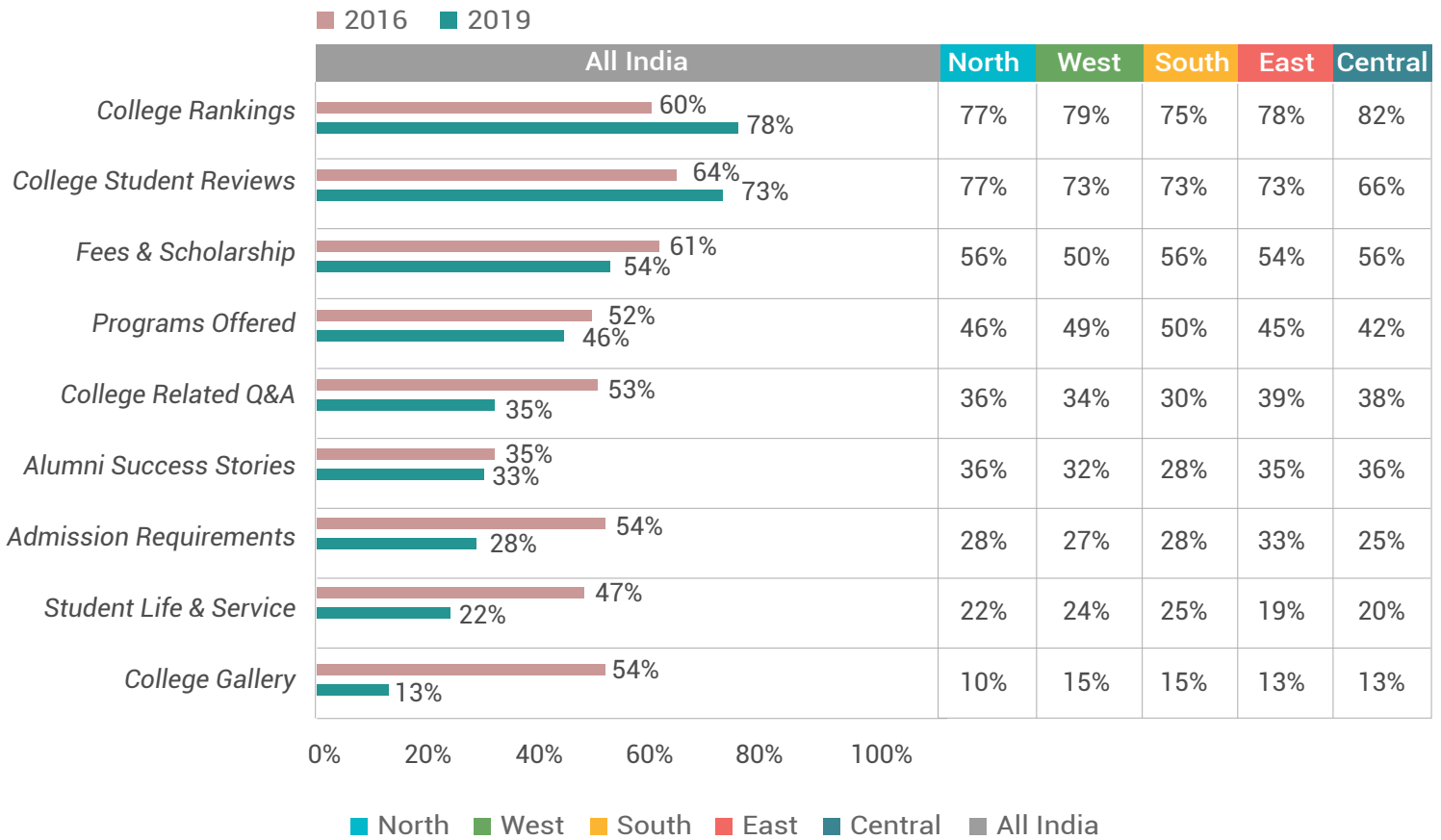
#5 Students based out of Central India

“
Indore is preferred over other large metro cities
for studying Engineering in the Central region
”



5

Information most wanted by aspirants while researching for Engineering colleges in India



College reviews and College rankings are the only categories of information that have grown in degree of importance over popular categories of 2016 such as College photos & videos, Student life and Admission

As per the findings of Shiksha 2016 survey, we can strongly state that the preferences of students have deeply changed over the last 2 years

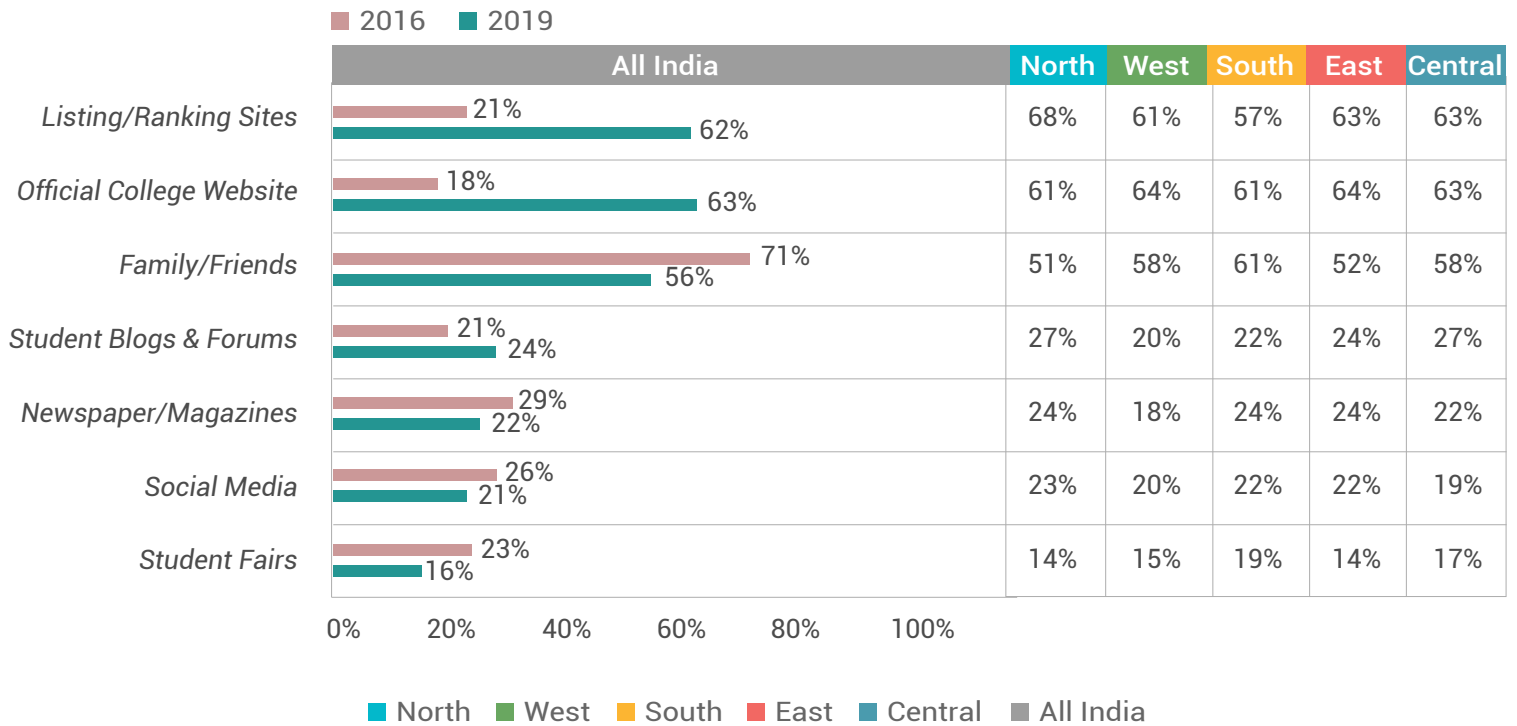
Authentic or verified College reviews given by students and College rankings published by credible are considered necessary information by students while researching

Shiksha has more than 1.3 lakh authentic college reviews on its platform and has recently introduced a new integrated ranking mechanism to show the College Rankings released by renowned publishers without any bias



6

Changing trends of the influencer platforms (other than Google) for students taking college admission decisions



“ From the data of Shiksha survey 2016, there is a decline in the growth of traditional platforms compared to the online platforms over the last 2 years. Consumer behavior is changing and students are now moving towards online platforms for credible information. ”

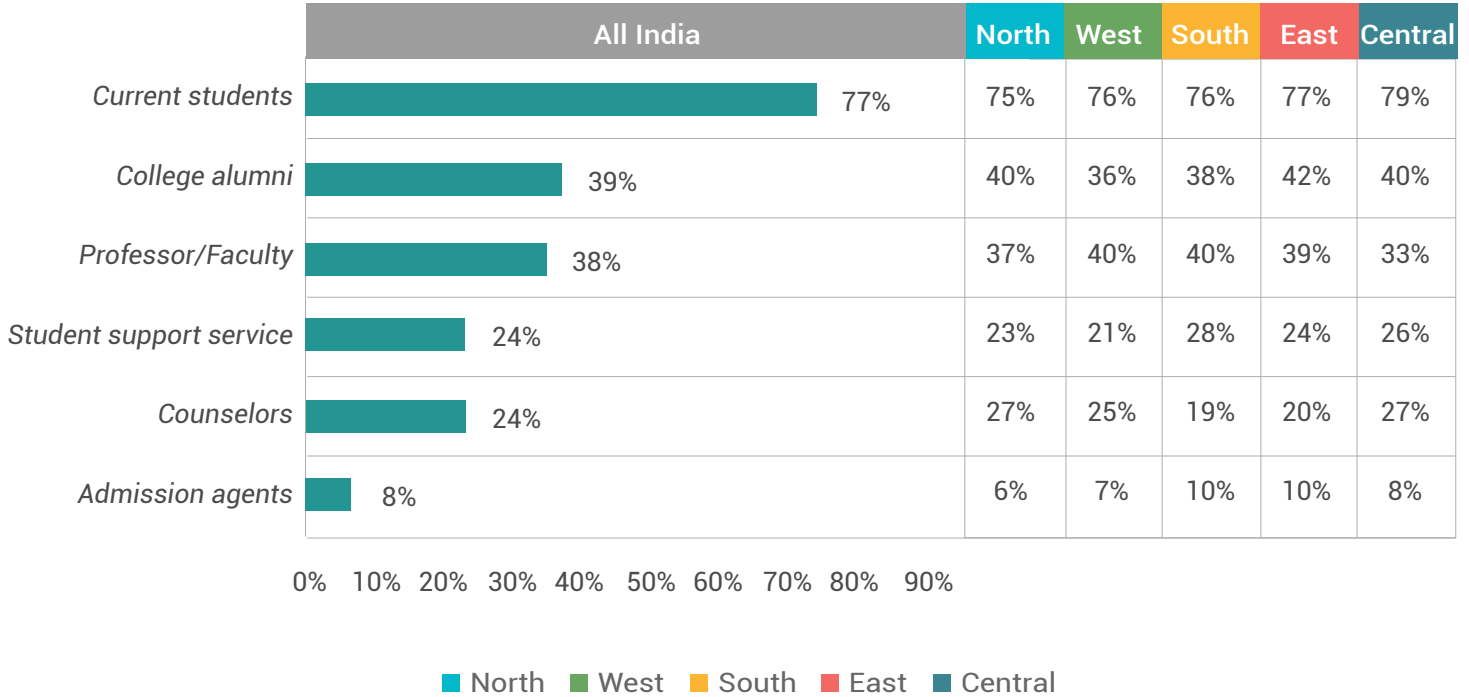
“ College Listing & Ranking sites (such as Shiksha) and official website of the colleges are the top preferences of students pan India for sourcing authentic information such as College reviews, Fees & Scholarships, Admission details, College photos, College related Q&A. However in Southern India, Family/Friends (word-of-mouth) is as popular as the College listing sites and official website. ”

“ It's clearly visible that traditional sources of information such as Student Fairs, Family/Friends and Print Advertisements are losing their sheen as compared to the more popular online options. ”



7

Top representatives of a college that students want to interact with for admission related information



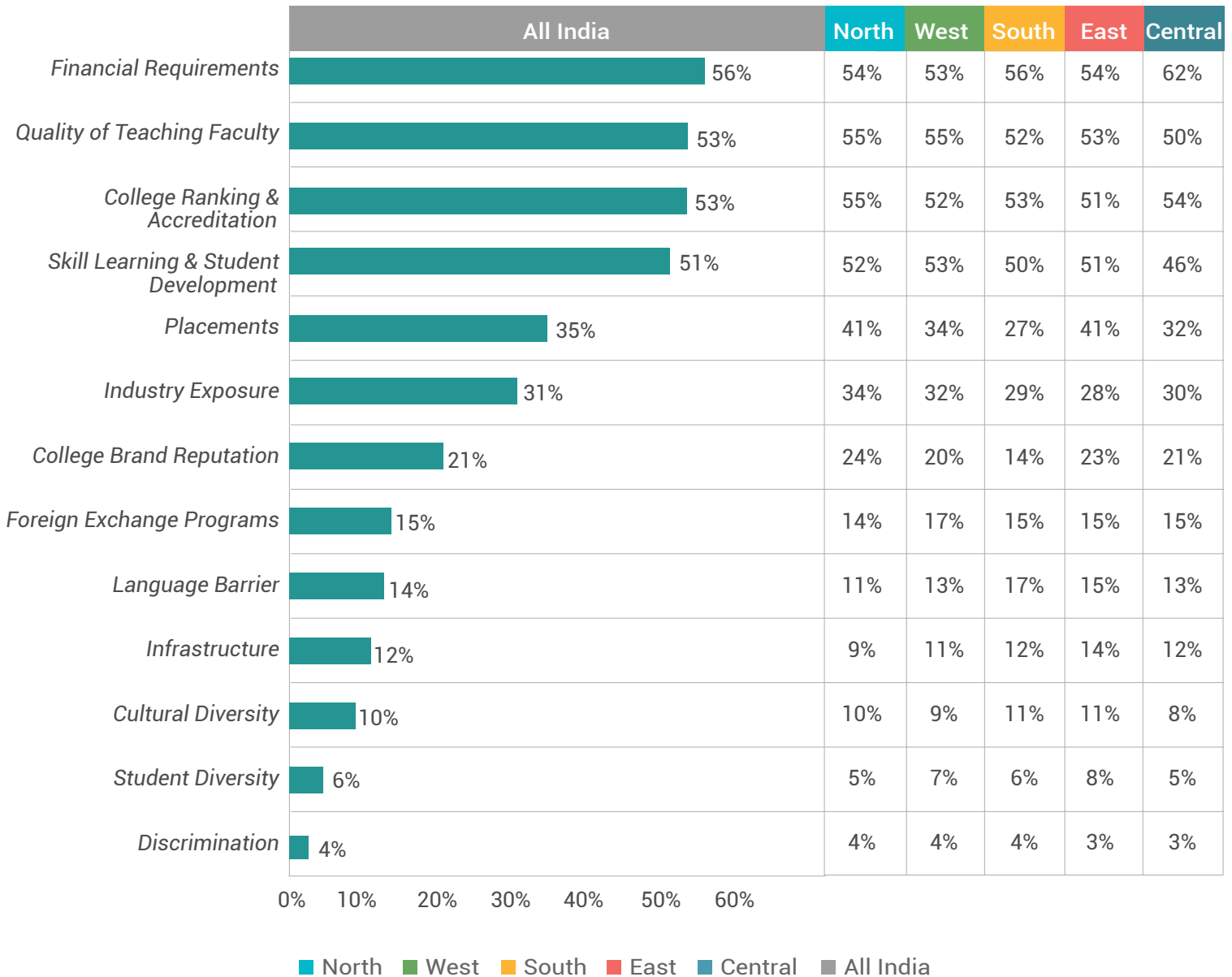
“ Aspirants prefer to interact with current students of colleges to get more information and resolve their doubts and confusions. Colleges should focus on interaction of their current students with prospective students for better engagement and higher conversions. ”

“ Shiksha has more than 1500 campus ambassadors across 800+ top Universities & Colleges in India, who address student doubts and queries related to admission in their respective colleges and courses. ”



8

Top concerns of students before taking admission in a college in a particular region



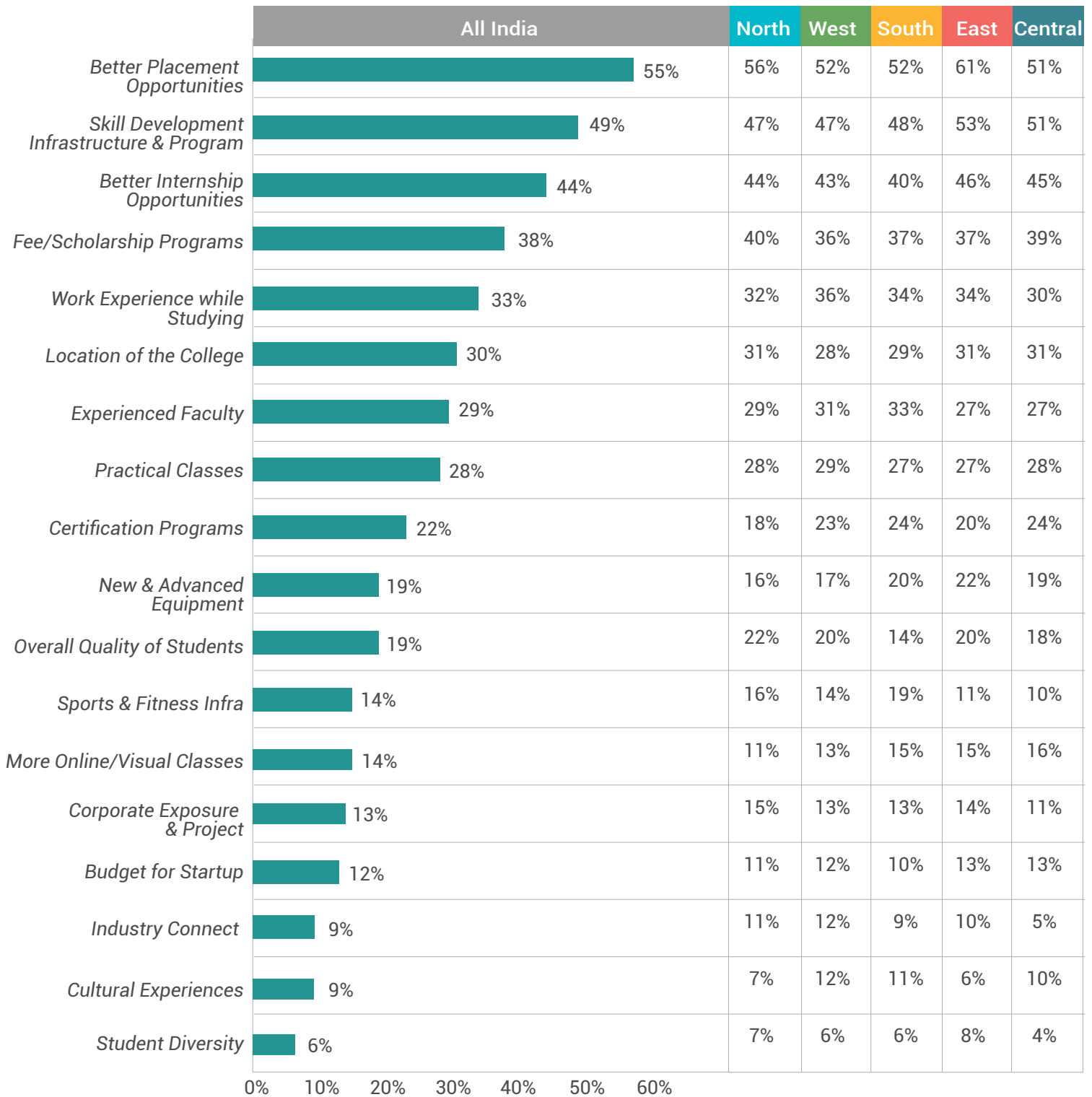
Financial concerns are by far the most important concern of the students across India except North and West where **Quality of the teaching faculty** becomes a broader concern. Most of these concerns are evenly spread across regions.

Concerns such as **Discrimination**, **Cultural diversity**, **Language barrier** and **Student diversity** are of least importance across regions in India. However, these concerns are of a higher importance in Southern and Eastern regions



9

Top value-ads that students are looking for from a college (region-wise) before deciding on admission



■ North
 ■ West
 ■ South
 ■ East
 ■ Central
 ■ All India



“ Skill learning and Improved Placement, Internship opportunities are by far the most important requirements of Engineering aspirants while shortlisting their undergraduate college. Colleges can improve these parameters and can further use them as a marketing propositions to influence student decisions. ”

“ The report also shows that requirements such as Work-ex while studying, Scholarship programs, Online/visual classes and Certification programs can also be an effective showcase for colleges to attract prospective students. ”

Useful Links

List of Engineering Entrance Exams in India	https://www.shiksha.com/b-tech/exams-pc-10
Engineering Entrance Exam Calendar	https://www.shiksha.com/engineering/resources/exam-calendar
List of Engineering Colleges in India	https://www.shiksha.com/b-tech/colleges/b-tech-colleges-india
Engineering College Ranking in India	https://www.shiksha.com/b-tech/ranking/top-engineering-colleges-in-india/44-2-0-0-0
Engineering Courses in India	https://www.shiksha.com/b-tech-bachelor-of-technology-chp
Compare Engineering Colleges in India	https://www.shiksha.com/resources/college-comparison
Reviews of Engineering Colleges in India	https://www.shiksha.com/btech/resources/college-reviews/1

Contact us

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