



MSM UNIFY SURVEY

Most Indian women want to study in the US, financial expenses biggest hurdle

Better career prospects top reason for Indian women to choose global education

71% surveyed women respondents were considering study abroad opportunities

Top five domains of interest: Science (21%), Management (17%), Arts (12%), Technology (7%) and Languages (5%)



41% women pursue global education for career enhancement

MSM Unify's inaugural survey report on International Women's Day delves deeper into the higher education trends and choices among women students.

[Read on...](#)



First Indian woman to study abroad

In 1883, Anandibai Gopalrao Joshi from Maharashtra pursued medicine at Women's Medical College of Pennsylvania, now known as Drexel University College of Medicine

Precisely 141 years later, 49% of the students who study abroad from India are women (as per a report published in The Financial Express). This drastic increase signifies a pivotal shift in education, reflecting a broader societal change where Indian women are increasingly asserting their right to quality education on a global stage.

To understand the ground reality and uncover more trends, **leading study abroad platform MSM Unify** conducted an elaborate survey among 1256+ students, and 250+ education consultants.

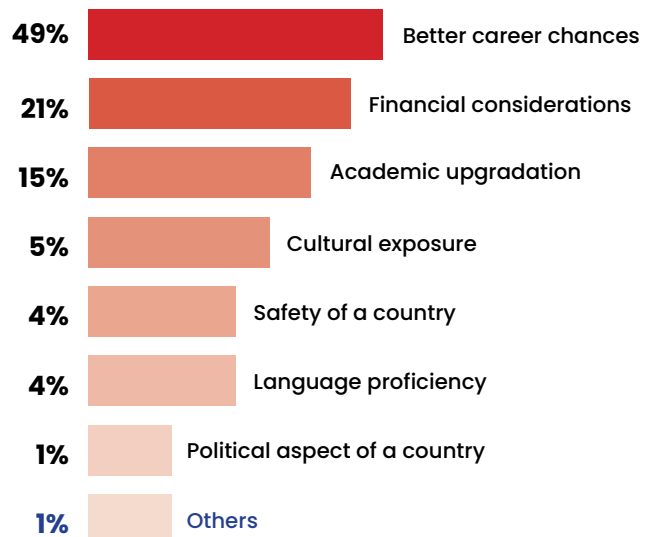
Among the students, 65% respondents were women, and the remaining 35% were men. Among the survey group, 65% were already exploring options to study abroad. This survey report highlights the main factors prompting women to consider global education, their pressing challenges, and aspirations.

Better career chances top reason to study abroad

About 49% respondents said that better career prospects are the top reason for them to consider education overseas. They believed that studying abroad would open their doors to better jobs v/s similar education in India.

Followed by financial consideration voted by 18%, followed by 15% respondents who believed that studying abroad would help them achieve academic upgradation. The preference for global education for better employment opportunities depicts a strategic perspective to boost career. When probed further, many stated that working abroad may lead to a pathway to gain permanent residency, making their decision to study abroad even more worthwhile!

What do students consider when choosing study abroad destinations?





Decoded: Top reasons for women to choose a study abroad destination

Among the survey respondents, 67% female respondents said that finances could come in the way of their study abroad planning. This includes a lack of information about scholarships, grants and access to various monetary benefits, etc. The lengthy visa process and wait time (17%) were the second biggest challenge, as per the audience survey.

What is striking is that 11% women respondents believed that personal safety can be a challenge when planning to study in another country. This concern stands out because, in 2024, when diversity and inclusion is a big agenda in most developed countries – personal safety concerns should ostensibly be lower. It is important that international education consultants take comprehensive steps to assure both the prospective students and their parents are counselled about the safety prospects.

20%-30% YoY rise in women seeking study abroad opportunities

When MSM Unify survey probed the education partners, 60% education consultants answered that there has been a considerable rise in the number of women applying for study abroad programs from India. Today, women in India are realising the need to build a strong career pathway for themselves. Interestingly, Springer's research suggests that female graduates who study abroad have a chance of earning 3% - 4% higher wages than those who choose not to study abroad, 1 and 5 years after graduating, respectively.

When asked about shifts in Indian families' views on women studying abroad, 76% education consultants noted a change, while 24% saw no difference.

The key driver for women studying abroad is greater awareness of global educational opportunities, say education consultants.

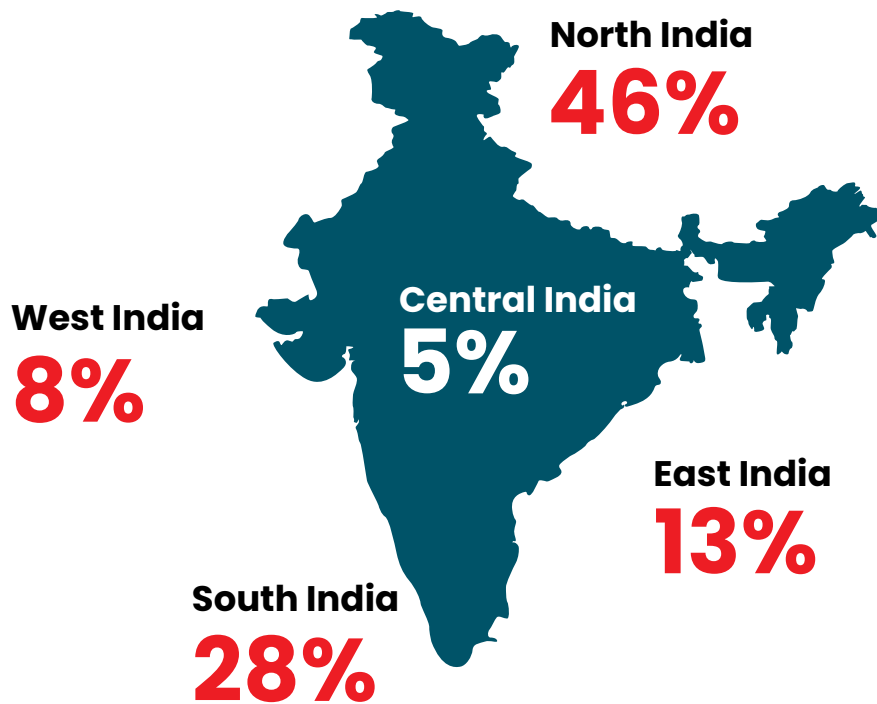
What level of education would you consider abroad?





How Indian women are choosing to study abroad: The numbers speak

Majority belong to New Delhi, NCR, Chandigarh, and Srinagar



The top 10 study destinations for female respondents

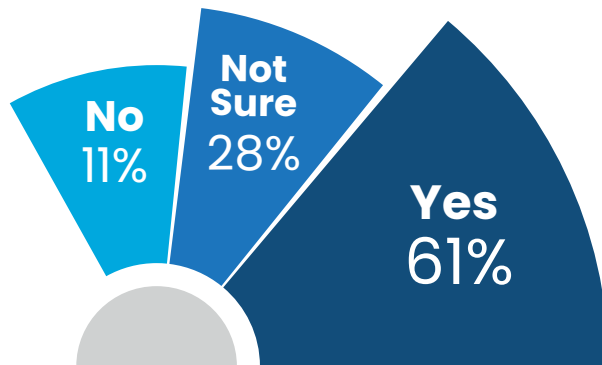
Traditional favorites – the US and the UK – emerged as the top study abroad destinations among women. While the demand for unconventional destinations is also on the rise.

- | | | |
|--------------|-----------------|------------------------------|
| 1. US | 5. UAE | 9. New Zealand |
| 2. UK | 6. Germany | 10. Other European countries |
| 3. Canada | 7. Finland | |
| 4. Australia | 8. Saudi Arabia | |

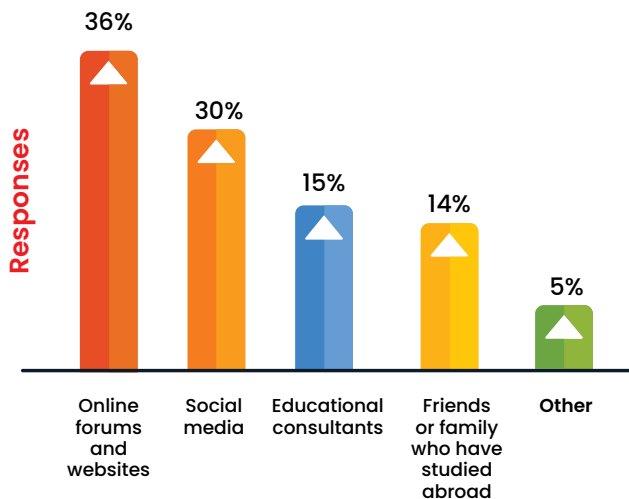
Other key insights: Women and their study abroad choices



Female respondents considering studying abroad

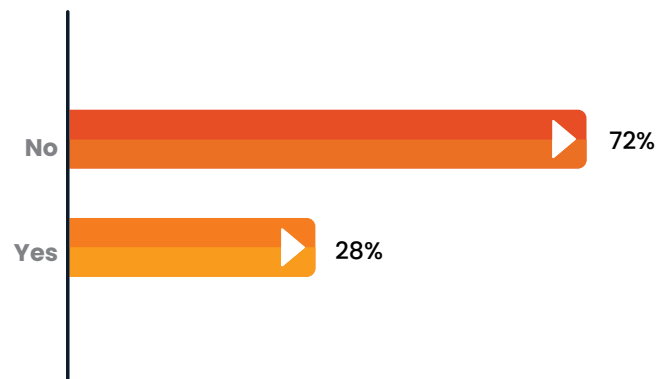


From the higher education industry point of view, the majority of the respondents mentioned that their primary source of information about study abroad prospects is from online forums and webinars, while social media and direct information from education consultants follow.



Popular platforms to know about global education

As per survey findings, most female respondents were unaware of scholarships or financial aid for women in global education.



Awareness of financial instrument among women

In light of the insights presented, it is evident that the pursuit of higher education abroad represents not just an aspiration but a tangible reality for women in India. With the proactive support from both domestic and international scholarships, such as the Lady Meherbai D Tata Education scholarship and those offered by governments of host countries, the pathway to global academia is increasingly accessible.

Initiatives by countries like France and South Korea, aiming to attract a significant number of Indian students, further validate the global community's commitment to fostering educational opportunities. Where the government of France plans to attract 30,000 Indian students by 2030 and the South Korean government targeting to get 300,000 international students by 2027.

MSM Unify stands at the forefront of this movement, encouraging women to explore:

- World-class education across **1,500+ campuses**
- Trusted accommodations in **21+ countries**
- Advance their career



Join the tribe of
1,86,000+
ambitious students






Ready to take the next step?

Head over to MSM Unify portal at www.msmunify.com and explore your preferred study abroad destination from **50,000+ programs**. With over **1,500+ global campuses** from **21 countries**, MSM Unify presents a wide array of higher education choices for ambitious students.



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