



# Our work in India

April 2024–March 2025





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# Foreword

Reflecting on the last year of partnership between the UK and India, I am struck by the scale of our collaboration and its impact. Based on a strong foundation of mutual learning and a shared commitment to education and innovation, language, skills, and cultural exchange, the UK-India partnership has truly bloomed.

In 2024, as both nations emerged from elections, we found ourselves at a pivotal moment in our educational and cultural partnership. Last year was also especially meaningful as the British Council celebrated 90 years of global impact, and over 77 remarkable years in India. With such deep-rooted connections, we continue to work in partnership with India's rapidly evolving educational and cultural sectors.

I am proud to say our work reached 27 million people across India, benefitting more than 7.7 million teachers, mostly by engaging English language teachers in free digital continuing professional development opportunities. In fact, over the past five years, our programmes have collectively engaged more than 226 million individuals across diverse platforms ranging from festivals to digital campaigns. Online and digital professional development has taken off since the pandemic. In 2019, we engaged only 10,000 teachers online, but last year we engaged 7.7 million.

We are seeing similar trends across all our work. Online engagement with students also witnessed 12x rise from 570,000 in 2019 to 5.6 million in 2024, and we are proud to be a leading provider of resources for students aspiring to move to the UK for study.

Transnational education (TNE), enables students to gain a UK qualification wherever they are, making education more affordable and accessible, a National Education Policy 2020 priority. TNE has therefore been at the forefront of our work in higher education. In August 2024, the University of Southampton became the first foreign and first British university to secure a licence to establish a comprehensive international branch campus in India under the University Grants Commission's 2023 regulations. We were delighted to play a small role in the biggest TNE story of the year in India, and perhaps one of the biggest globally! The pioneering team at Southampton are charting a path for others to follow, creating opportunities for Indian students to gain a world-class UK degree right here in India. I'm optimistic that more British students will seriously consider India as a study destination—there's so much they can learn from one of the largest and fastest growing economies in the world.

## Year in review

The year 2024 also saw a 23 per cent increase in the number of Indian students enrolled in UK TNE

programmes, and as a result of UK campuses opening in India, and a surge in joint and dual degree programmes, we expect this trend will continue. Of course, Indian students remained one of the largest international academic communities in the UK, and we continue to focus on driving more mobility and exchange as we know internationalisation, a key goal of the National Education Policy 2020, delivers so many benefits for young people, institutions and our countries.

Our arts programmes enable cultural exchange, drive deeper engagement and understanding of India and the UK, and support sustainable and inclusive growth. This year we focused on the themes of sustainable fashion, climate futures, and arts and technology. Our New Landscapes programme catalysed new partnerships between Indian and UK creative enterprises and specialist arts institutions seeking innovative solutions to specific challenges. Our Arts and Technologies Report\* highlighted the use of cutting edge technology in India and opportunities for UK arts sector partnership. Finally, our ears are still ringing with the musical notes produced by Naga and Welsh singers Seyievinuo Chūzho and Mari Mathias at the opening of the Hornbill Festival as part of the Wales in India 2024 campaign.

At the school level, our partnership with the Central Board of Secondary Education (CBSE) focused on curriculum knowledge exchange, ensuring students are equipped for a future-ready world. We were honoured that the Duke of Edinburgh inaugurated our annual schools conference. With Microsoft India, we've co-created the English Skills for Youth programme which has equipped 29,000 young people from diverse backgrounds the opportunity to hone their English and employability skills ahead of entering the job market. Collaborating with state governments in Karnataka and Maharashtra helped us to extend the reach of this programme to rural engineering colleges. This truly shows we can achieve so much more working in partnership than working alone! We have hosted some of the most inspiring

academics and artists throughout the year. Dr Jane Goodall, UN Messenger of Peace, urged a crowd of UK alumni and young people to be more environmentally conscious at our GREAT Talk in Mumbai; UK Foreign Secretary David Lammy experienced the community art of the Lodhi Art District where a UK-India mural will be unveiled later this year; and British Council CEO Scott McDonald joined us over masala chai, brewing deeper partnerships with universities and beyond.

## On the horizon

As we look ahead, the horizon is alive with possibilities. Our respective Ministers of Culture signed the landmark India-UK Programme of Cultural Cooperation covering areas from enhanced cultural exchange to digitisation to museum partnerships. With new university collaborations taking shape and transformative initiatives like the Scholars for Outstanding Undergraduate Talent mobility programme and the Online Distance and Digitally Delivered Learning (ODDL) Grants, we have taken concrete steps towards ensuring access, equity, and quality in education. We are constantly reimagining how the world learns and connects. And now, as we step into another year of collaboration, I thank you for your partnership and eagerly look forward to strengthening our connections through bold ideas and meaningful impact.

## Alison Barrett MBE

Country Director India  
British Council



Lisa Nandy, the UK's Secretary of State for Culture, Media and Sport, and India's Culture and Tourism Minister, Gajendra Singh Shekhawat signed the Programme of Cultural Cooperation (POCC) in May 2025

\*[www.britishcouncil.org/sites/default/files/arts\\_and\\_technologies\\_in\\_india.pdf](https://www.britishcouncil.org/sites/default/files/arts_and_technologies_in_india.pdf)



# Through the lens: Key moments of 2024–25

UK Foreign Secretary David Lammy met fashion designer Sanjay Garg in New Delhi to see how fashion sectors in India and UK are collaborating



We hosted a higher education roundtable chaired by UK Parliamentary Under-Secretary of State (Indo-Pacific) Catherine West, who emphasised the strategic role of widening access to education for two-way student and faculty mobility between UK and India



Clare Reddington, British Council Trustee and CEO of Bristol social enterprise Watershed, interacting with children at the British Council pavilion at the Kolkata International Book Fair



At the British Council: Alison Barrett MBE, Country Director India, British Council; Lisa Nandy, the UK's Secretary of State for Culture, Media and Sport; UK alumni and filmmaker Kajri Babbar; and Lindy Cameron CB OBE, British High Commissioner to India

Hitendra Dave, Chief Executive Officer, HSBC India, Scott McDonald, Chief Executive British Council and Lindy Cameron CB OBE, British High Commissioner to India at the British Council, at the launch of the Climate Skills programme in India. The programme empowers urban and rural youth through climate education and youth-led social action



We celebrate the success of Premier League Primary Stars training for PE teachers in Karnataka in collaboration with the Department of School Education and Literacy, Government of Karnataka and Premier League. Sixty teachers were trained over five months



Government of West Bengal and British Council signed an MoU on educational and cultural cooperation in the presence of Chief Minister Mamata Banerjee in Kolkata. The MoU will foster collaborations in education, culture, language learning, skill building, and internationalisation across higher education and creative sectors



James Godber, Deputy Head of Mission, British Deputy High Commission Bengaluru (left), Janaka Pushpanathan, Director British Council and Deepti Maheshwarappa, Head Global Workplaces Solutions, Microsoft South India (right) felicitating a student from Government Engineering College Karnataka



HRH The Duke of Edinburgh Prince Edward inaugurated the second edition of our Schools education conference in collaboration with Central Board of Secondary Education (CBSE) in Delhi. Representatives from over 200 schools and educational institutions attended the conference



# Introduction

## Building connections for a shared future

For 77 years, the British Council has been at the heart of a dynamic and evolving UK-India relationship, building enduring partnerships and unlocking opportunities for millions across the country. In a world shaped by rapid transformation, our mission—rooted in trust, collaboration, and mutual understanding—remains more relevant than ever.

By connecting people through education, the arts, and the English language, we continue to empower young people in India to realise their aspirations, contribute meaningfully to society, and engage confidently with the UK and on the global stage.

## Our key areas of impact



### Education

We focus on the internationalisation of education and growing transnational education (TNE) by forging strategic university partnerships and facilitating knowledge exchange between education policymakers. Our libraries support young people to read, learn and grow through inclusive hybrid models.



### English and schools

We work to raise the quality of English language teaching, learning, and assessment. We support multilingual education (MLE) implementation under NEP 2020 by providing research-based evidence on the teaching of English in a multilingual context.



### Arts

We champion creativity, diversity, and innovation. By nurturing artistic networks and inclusive cultural spaces, we help artists and communities collaborate across borders and thrive.



Over **2.9m** people reached through meaningful interactions, online and in person.

Over **414** higher education institutions engaged, reaching **1.4m** people face-to-face and **15m** people online.

Over **10m** people engaged through direct delivery of our activities, and digital platforms, new media and broadcast channels.

## 2024–25: Impact at a glance

We reached **27 million** people in 2024–25, a **71%** increase compared to 2023–24



**27m**  
total audience reach

**15m**  
reached online

**5.6m**  
students reached in India

**61k**  
students reached in the UK



**65**  
active partnerships across the UK and India



**1.5m**  
face-to-face engagement

**340**  
schools engaged

**1,336**  
higher education leaders engaged

**1,546**  
teacher educators and trainers engaged

**2,856**  
artists, art leaders, and community leaders engaged

**3,250 (UK)**  
and  
**1,546 (India)**  
researchers engaged



**7.7m**  
teachers supported

**166,310**  
students supported to study in the UK



**899**  
organisations collaborated with





# Education

## Strengthening education beyond borders

Our work in education has been pivotal this year, unlocking a wide range of opportunities for the UK and India.

**As a long-term strategic partner in education, we support the ambitions of the National Education Policy 2020 through a focus on internationalisation and the development of transnational education (TNE) in India. We help UK universities navigate the cultural and regulatory context, establish new partnerships and work with policymakers and academics to enable knowledge exchange on innovative areas such as online and distance learning.**

As a result of forward-looking new regulations, UK universities can now offer joint degrees, build institutional partnerships, and establish branch campuses, signalling a new era of cross-border academic collaboration.

**Another key focus area for the British Council in education partnerships is research.** The UK stands as India's second-largest research collaborator, while India ranks as the UK's 14<sup>th</sup>. Research partnerships, in addition to providing avenues for working together on global challenges, build cross-cultural learning and greater opportunities for early-career researchers.

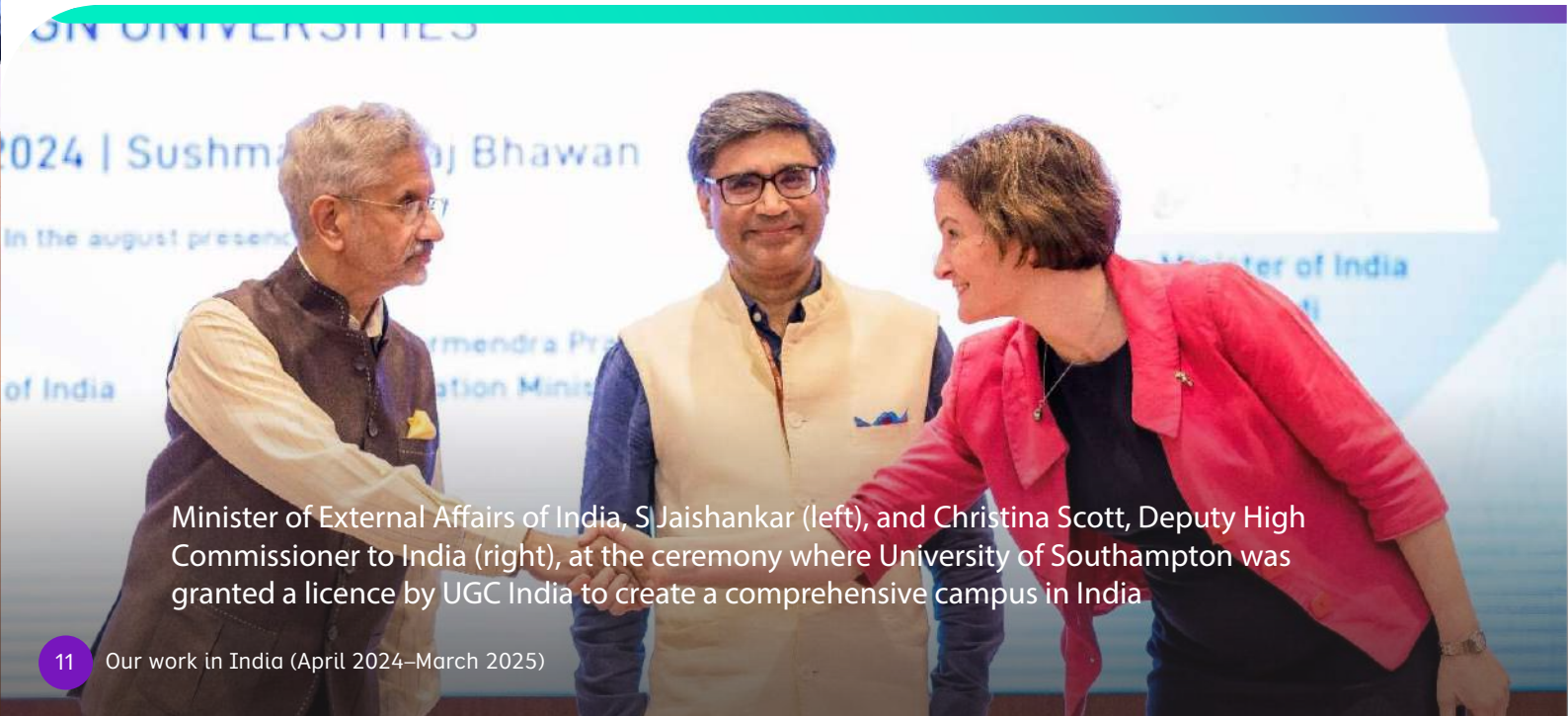
We support and help students, researchers and academics to realise their dreams of education at world-renowned institutions in the UK and engage with thousands of young people in India, creating opportunities for them to succeed in their mobility goals for professional and educational purposes. We also encourage

British students to engage with India's rich educational and cultural landscape to study, work and experience cultural immersion in India.

Our continued alumni engagement with the 100,000+ Indian students who study in the UK annually nurtures a lifelong connect, with many young minds going on to shape policy, business, and society in India and the UK. We help agents and counsellors to advise students by providing them access to a quality framework and other resources.

### Our partners

Students| Parents| Alumni|  
Agents and counsellors|  
Scholars| Education leaders|  
Institutions in India and  
the UK| Government



Minister of External Affairs of India, S Jaishankar (left), and Christina Scott, Deputy High Commissioner to India (right), at the ceremony where University of Southampton was granted a licence by UGC India to create a comprehensive campus in India



# Our education impact

(April 2024–March 2025)



**109** events and activities around our work in education in cities across the country



414 higher education institutions engaged—reaching 1.4m people face-to-face, **15m** people online and more than 1.1m people via print and broadcast media

## Transnational education



The University of Southampton is the first UK university to be granted approval to open a comprehensive international branch campus in India under the University Grants Commission guidelines, followed by the University of Liverpool, University of York, and University of Aberdeen



India is the UK's 13<sup>th</sup> largest partner for transnational education (TNE) worldwide with **14,565** enrolments in 2023–24. Within South Asia, it is the 3<sup>rd</sup> largest partner



Queens University Belfast and Coventry University received approval to open in GIFT City, Gujarat



Held a seminar on online, distance and digitally delivered learning for **200** higher education leaders

## Research partnerships



**89** workshops conducted under the Inspiring India in Research, Innovation, and STEM Education's (IRise) Teacher Development Strand (TDS) impacting 5,427 teachers and 162,810 students covering Maharashtra, Bihar, Uttarakhand, Jharkhand and Karnataka



**1136** government leaders engaged with our policy exchange and partnership initiatives



**33** partnerships awarded under UKIERI 4 on the themes of advanced computing, artificial intelligence, energy, next-gen communication, semiconductors and sustainability

**8** partnerships awarded under the International Science Partnerships Fund (ISPF) Research Capacity Strengthening programme

## Studying in the UK



**166,310** Indian students supported to study in the UK



Over **2m** students have access and information to Study UK resources



**33** GREAT Scholarships and **75** Commonwealth Scholarships offered



**7** GREAT Talks organised in 12 cities, engaging with 50+ schools and higher education institutions (HEIs), reaching over 4,000 students

# Year's defining moments

## Going Global Partnerships: Learning without limits

The Going Global Partnerships programme gives universities, colleges and others across the higher education and research sectors opportunities to build mutually beneficial international connections bringing together universities, industry leaders and innovators to collaborate and promote high quality international education opportunities for youth. As the global demand for higher education intensifies, inclusive, high-quality learning has never been more important. Online, distance and digitally delivered learning (ODDL) is one way the UK and India can collaborate to meet that demand. This year we launched a new ODDL grant programme to support access to education and to enable more Indian students to experience UK education wherever they are in India.

## Reimagining education in the digital world

We created opportunities for the UK and India to better understand each other's approaches to online and distance learning systems through webinars, seminars and roundtables. This enabled us to:

- identify areas for joint improvement in online education delivery
- explore how technology can enhance student learning experiences and outcomes
- share knowledge on ways we can strengthen assessment quality, regulatory practices, and quality assurance.

## India's leap towards internationalisation



**7 ODDL grants** were awarded to applications addressing quality assurance, pedagogy, and student engagement in online delivery.



## The QS Higher Education Summit 2025

Led masterclass in online and distance learning and internationalisation, hosted a UK-India breakfast for vice chancellors and senior leaders from both countries, and chaired a panel on brain drain. The Summit was attended by over 350, including 13 UK vice chancellors and the British High Commissioner to India, Lindy Cameron CB OBE.

'NEP 2020 has been a game changer. It talks about internationalisation—if we want our students to be ready for the global market, we need to understand what is happening. Today's students need to be global citizens. There is an emphasis on the use of ICT, and tools like artificial intelligence, AR and VR in education, which is great.'

**Prof. Uma Kanjilal,**  
Vice Chancellor, IGNOU



Mrutyunjay Behera, Economic Advisor, Department of Higher Education, Government of India, Rittika Chanda Parruck, Director Education India, British Council, and Prof. Uma Kanjilal, Vice Chancellor IGNOU at the ODDL seminar in Delhi



# SCOUT 3: A chance to experience world-class education



Students and faculty from Karnataka in London, UK

The Scholars for Outstanding Undergraduate Talent (SCOUT) was launched in partnership with the UK's GREAT campaign and state governments of India. Designed to unlock global opportunities for deserving students from government schools, the initiative gives them access to international exposure and education. The programme was successfully co-delivered with the states of Tamil Nadu and Telangana, where we witnessed a transformative impact on students from less privileged backgrounds, who were able to study abroad for the first time.

In 2024, we expanded the SCOUT 3 initiative with the Karnataka State Higher Education Council (KSHEC), demonstrating the scalability and growing impact of this model. Twenty-nine SCOUT scholars from Karnataka got the opportunity to participate in a two-week-long educational tour at the University of East London.

## Scouting new horizons

- Provide deserving students from less privileged backgrounds with valuable international exposure, fostering academic excellence, innovation, and research skills.
- Empower students to contribute positively to their communities and future careers.

'I want to thank UEL, British Council, and the Government of Karnataka for providing us with such a great opportunity to visit the UK for this workshop. The experience and workshops were very useful for the SCOUT students.'

Neha Mahesh,  
student at Tumkur  
University, Tumakuru



Dr Jane Goodall delivered a GREAT Talk at the Ocean Literacy Dialogues in Mumbai

# Dr Jane Goodall inspires a generation at GREAT Talks

GREAT Talks is a compelling lecture series that brings together some of the UK's most celebrated professionals—artists, scientists, academics, and renowned science communicators. The 2024–25 edition engaged over 4,000 students and more than 100 faculty members from Indian schools and higher education institutions.

As a part of the series, the British Council hosted the legendary Dr Jane Goodall, DBE, Founder of the Jane Goodall Institute (JGI), UN Messenger of Peace, and globally revered ethologist and conservationist, on her visit to India. Dr Goodall delivered the keynote address at the Ocean Literacy Dialogues in Mumbai, an event jointly organised by JGI and the British Council. She spoke to an audience of over 200 attendees, sharing her extraordinary journey and stories from her decades of conservation work.

## Cross-border conversations

- Bring together global experts and influencers to inspire and engage audiences.
- Encourage Indian students to choose the UK for world-class education and also to gain international exposure, benefit from excellent teaching and facilities and choose their dream career path.
- Showcase the attractiveness of the UK as a place to live, study, work and enjoy the multicultural and diverse nature of the country.

'The most important thing is to understand that every single day you live, you make an impact and choose wisely. Choose what you buy, what you eat and what you wear. Ask yourself—is it cruel to the environment, animals or factory farming? And start trying to live a more ethical life.'

Dr Jane Goodall, DBE, Founder of the Jane Goodall Institute (JGI), UN Messenger of Peace, ethologist and conservationist







Four new programmes in partnership with the government of Karnataka were launched in Bengaluru, aimed at strengthening higher education and skilling initiatives in the state

## Internationalising higher education

The Capacity Building for Internationalisation in Higher Education programme is aligned with the internationalisation goals outlined in India's National Education Policy (NEP) 2020 and supports the internationalisation agenda of Indian higher education institutions (HEIs). The programme covers all categories of HEIs in India—public, private, central and state universities, and technical institutions—ensuring a holistic and inclusive approach to global engagement. This year, the British Council launched the programme in Karnataka and Maharashtra, with the support of the respective state governments.

### Powering global ambitions

- Strengthening the internationalisation efforts of higher education institutions.
- Advancing India–UK partnerships in higher education.
- Fostering knowledge sharing and building institutional readiness.



University of Southampton became the first UK university to be granted a licence by UGC India and we were pleased to have supported this landmark partnership

### Capacity building milestones



#### 58 participants

from 28 universities across Karnataka were trained and certified through the Capacity Building for Internationalisation in Higher Education programme along with the Government of Karnataka.

#### 34 participants

representing 19 universities participated in a similar programme with the support of the Department of Higher and Technical Education, Government of Maharashtra.



# Education: Building towards 2026

We will continue to support the internationalisation and the development of transnational education in India, supporting universities to build new partnerships and explore online and distance learning. We will also provide continued support to UK universities in India and research partnerships between the UK and India. Strategic collaborations with industry and academia will help align curricula with market needs, enhancing employability. Through cross-border exchanges and educational tours, we will continue to foster knowledge sharing. Capacity building will remain key, ensuring institutions deliver future-ready education and support the creation of an agile, skilled, and globally relevant workforce. We will continue to help students, researchers and academics realise their dreams of a UK education.





# Unlocking opportunities through language learning

India's rich linguistic diversity is one of its greatest strengths. The National Education Policy 2020 (NEP 2020) recommends the use of Indian languages and multilingual education (MLE) to help children build strong foundational literacy early in their educational journey.

The British Council supports this vision. The evidence is clear that children learn better in their mother tongue, supported by pedagogical use of multiple languages in the classroom and with English being taught as a subject, where it is not widely used in the home or school context.

To support context-appropriate pedagogies, we are working with the government and key stakeholders across India to research and advise on both MLE approaches and high-quality English language teaching, learning and assessment. In an increasingly interconnected world shaped by globalisation, mobility, and digital connectivity, proficiency in English gives Indian students and professionals a competitive edge, both nationally and internationally.

**Our priorities are to promote multilingualism in classrooms and provide access to quality English and life skills, especially for women and young people, in order to unlock opportunities for employment, education, and empowerment.**

## Our partners

Governments and their agencies |  
Institutions | Teachers,  
teacher educators and learners

'One of my main goals as a teacher is to make learning more engaging and effective for my students, and thanks to this programme, I have been able to bring more innovative approaches to the classroom and adopt lesson plans to facilitate English language learning better. The insights I have gained are benefiting not just my students but also my fellow teachers. I am better able to share the best practices and identify authentic resources available in digital forms, which are very useful for English language teaching.'

**Ms Luna Jyoti Saikia,**  
Assistant Teacher,  
Charigharia Lower Primary School, Assam



# Our English and schools impact

(April 2024–March 2025)



**10.7m** beneficiaries engaged overall



Over **2,600** teachers participated in face-to-face English programmes

**300+** teachers participated in the annual Schools education conference with CBSE



**5** government teacher scholars received a Hornby ELT scholarship to study an English Language Teaching subject in the UK taking the total number of scholars to 18 since 2022



**7m** teachers accessed the TeachingEnglish website to improve English teaching and learning practices

**181** teachers and **27k** learners participated in our partnership Premier League Primary Stars (PLPS) programme



**29k** youth studied English, digital and AI skills through a bespoke online programme co-created with Microsoft, including **6k** youth through an additional partnership with the Karnataka state government

# Year's defining moments

## Premier League partnership: Building tomorrow through sports

Since 2007, the Premier League and the British Council have worked together to bring about a positive change in schools and communities across India. Flagship programmes like Premier Skills harness the global reach of both the organisations to empower football coaches to support children and young people in local communities. The Premier League Primary Stars initiative equips teachers to create a supportive learning environment where children don't just play and enjoy sport more but also gain the life skills needed to reach their goals.

## Empowering teachers and students

- Teachers, coaches and other educators demonstrate improved skills and knowledge in physical education (PE) and personal, social, health, and economics (PSHE) education.
- Increased young people's enjoyment, participation and skills in physical education (PE), and personal, social, health, economics (PSHE).
- Increased awareness, knowledge, openness and capacity to use sport/physical education for children's development.

'It was in 2017 when programmes like the Premier Skills and PLPS inspired me to transition from the private sector to football coaching. In 2021, I secured a government job and supported over 200 unemployed youth through training. Since 2018, I've worked with the Tamil Nadu women's team, and 22 players from the team secured government jobs in 2025. I am also proud to be one of the only 21 women in India to have earned the AFC A license from the Asian Football Confederation (AFC). It has given me the platform to train over 100 young grassroots players.'

**Kala Venkidusamy,**  
Football Coach, Tamil Nadu, India

## Scoring big results



In India, since 2007, the partnership has supported more than **7,500** educators and coaches.



Activities delivered in **18 states** across India.



Over **164k** children and young people have benefited from more engaging sport and physical education.



Premier Skills training in Karnataka





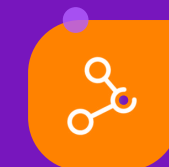
## TeachingEnglish: Creating a global classroom

TeachingEnglish is a global digital programme that provides free professional development opportunities and practical resources to English teachers and teacher educators, helping them create a vibrant and active online community. **The programme draws on UK and local expertise as well as the British Council's unique insight and experience to help educators take charge of their learning, build professional networks and grow their careers. Ten million teachers across India have accessed the platform and resources.**

## English Skills for Youth partnership programme with Microsoft India: Level up with language

With Microsoft India we co-developed a programme to empower young people, particularly women, from socio-economically disadvantaged communities across India. We develop the English language and communication skills for youth aged 18–25, especially focusing on students in engineering colleges.

### Empowered to express



**29k**  
young people reached



**137**  
faculty reached

The programme in Karnataka was featured in NITI Aayog's policy report published in February 2025.

### Creating confident communicators

- Bridged the skills gap for young people in India by providing them with essential English and communication skills.
- Empowered young people through a self-access course and practice-based activities.
- Created a supportive environment for young people to build confidence in speaking and communication.



**Scan to read  
the report**



Training workshop for English Skills for Youth programme

'Everyone is encouraged to contribute during the English Practice Club (EPC) meetings. Initially, my friend and I didn't know how to express ourselves as our vocabulary was weak. But after two to three meetings, we both felt more confident in sharing our points of view. Topics like resume preparation, preparing for interviews, etc., will prove to be very helpful when I start applying for jobs or when I start work.'

**Umme Salma Jahan,**  
EPC member Cyber Sikshaa Programme,  
Hyderabad Data Security Council  
of India (DSCI)





# English: Building towards 2026

The British Council will continue to support the English language and skills development of young people, increasing employability and the potential to access UK education and qualifications offered in India, supporting growth in both countries.

The British Council is also developing a new partnership with the National Council of Educational Research & Training (NCERT) to conduct joint research on multilingual education (MLE), make free teacher and learner resources available, explore the development of a language framework for Indian languages, and integrate arts in education. We plan to extend our free TeachingEnglish programme to an additional 500,000 teachers, taking the total number of teachers accessing the services to eight million.

With Microsoft India, we plan to expand the English Skills for Youth programme to other Indian states and beneficiaries of Microsoft's existing CSR programmes. We will work more closely with India's Ministry of Education and strategic partners to support implementation of the India-UK Vision 2035.



# Arts



# A canvas of possibilities

We champion creativity, diversity, and innovation. By nurturing artistic networks and inclusive cultural spaces, we help artists and communities collaborate across borders and thrive.

**The British Council works proactively to support the cultural and creative economy landscape by engaging with state and central governments, industry and sector partners. The goal is to generate insight, support knowledge exchange and capacity building in inclusive creative economy policy between the UK and India.**

Equally important is our work to enable arts professionals and organisations in both countries to collaborate. Through partnerships and cultural exchange at arts, literary and music festivals we bring unheard stories to new audiences, building new skills, knowledge and understanding.

**Our work in arts and culture is cross cutting. We spotlight the role of English in a multilingual context through supporting translators and translations, we showcase the artistic works of UK alumni, and our research highlights the potential for skills development for young people in our sectors.**

## Our partners

Artists | Institutions | Governments and their agencies

### Our arts impact

(April 2024–March 2025)



**454k**

audiences reached, including community members, arts leaders, artists, creative sector organisations, community leaders and government leaders



**78**

partners engaged across 71 projects



**2,856**

artists, art leaders and community leaders engaged digitally and physically



80k visitors, 4 arts exhibitions in our offices, over

**350k**

people at events across India biennales and multi-art festivals

# Year's defining moments

## Arts and Technologies Report: Mapping India's creative-tech renaissance

India has a growing ecosystem of artists and creative practitioners who fuse art and innovation in ways that challenge, delight, and provoke, thus reimagining and redefining the contours of creativity in the digital age. It highlights the immense opportunity for collaboration across disciplines and geographies.

### Where art meets algorithm

The Arts and Technologies Report was commissioned to:

- complement existing efforts to develop relations between India and the UK's creative technology sectors
- inform the British Council's development of programmes at the intersection of arts and technologies in India
- provide an overview of the Indian arts and technologies ecosystem for practitioners in India and the UK.

**The report was launched at the Beyond Conference in Manchester, UK, followed by multiple engagements to disseminate the report and engage in dialogue with key institutions. We partnered with Science Gallery Bengaluru and Khoj International Artists' Association to develop India-UK connections with the sector.**



**Scan to read the report**



Students explore how to use technology creatively at Kalpana Innovation Lab in Kota, Rajasthan



## Hornbill 2024: When the Naga hills came alive with Welsh music

The Hornbill Festival, hosted by the state government of Nagaland, is known as the festival of festivals, celebrating the indigenous music, dance and culture of the 17 tribes from across the state. In 2024, the festival celebrated 25 years and partnered with the Wales in India 2024 campaign to celebrate their shared musical heritage and traditions. We connected folk musicians from both countries and supported their performances at the inaugural and closing ceremonies at the festival.

### Wales, the partner country for the 25th anniversary

- Mari Mathias, a celebrated Welsh folk musician, collaborated with Naga musician, Seyievinuo Chüzho, and captivated audiences with their performances including the Handshake Concert at the Governor's House in Nagaland, blending Welsh and Naga musical traditions. Mari and Seyie continued to collaborate, keeping the connections alive beyond the Hornbill Festival, including joint performances at the Nehru Centre in London, the Bluestone Brewery in Newport and the Tafwyl Festival in Cardiff.
- Noted Welsh artist, Gareth Bonello, performed alongside Khasi artist Benedict Skhemlang Hynniewta.
- **4** performances by Welsh and Naga artists reached **80,000** audiences.

### Merging music with education and business

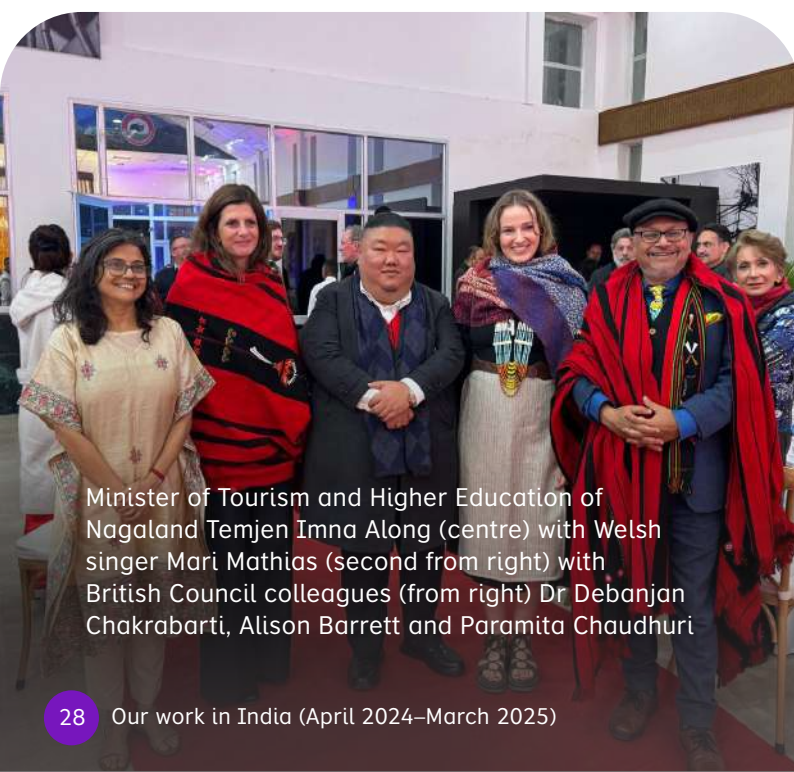
- Dr Sharon Tonner-Saunders from the University of Dundee delivered a GREAT Talk on Developing Children's Intercultural Awareness Through the Expressive Arts in schools and higher education institutions in Nagaland.
- This rich collaboration was launched by our Country Director Wales and the Chief Minister of Nagaland during his inaugural trip to Wales in early 2024.



Welsh folk musician Mari Mathias performing along with Naga musician Seyievinuo Chüzho at the Hornbill Festival

'My collaboration with Wales musician Mari, supported by the British Council, has been an enriching experience that has allowed me to delve into the intricacies of cross-cultural exchange. Additionally, partnering and participating in the Hornbill Festival in Nagaland was the highlight of my collaboration with the British Council. The celebration of cultural diversity and artistic excellence at this event was truly inspiring, reflecting the shared heritage and values of India and Wales.'

Seyievinuo Chüzho,  
Artist from Nagaland



Minister of Tourism and Higher Education of Nagaland Temjen Imna Along (centre) with Welsh singer Mari Mathias (second from right) with British Council colleagues (from right) Dr Debanjan Chakrabarti, Alison Barrett and Paramita Chaudhuri



From Left: Chief Minister of Nagaland Neiphiu Rio with Ruth Cocks, Country Director Wales, British Council



# New Landscapes India: Re-stitching the fabric of sustainable fashion

New Landscapes Catalyst Grant Scheme\* is an international programme led by the University of Arts London's Fashion, Textiles and Technology Institute (FTTI), in partnership with the British Council. Since 2021, the programme has been threading its way through the global fashion industry by nurturing new research and development (R&D) projects between small and medium enterprises (SMEs) in the UK and 10 other countries. In 2023, we launched the New Landscapes India R&D Grant Scheme, a three-year programme, which offered six grants of up to £7,000 for collaborative projects to reimagine fashion with sustainability sewn into every seam. The programme, in its second year, provided grants, mentorship, academic guidance and a physical exhibition showcase at our cultural centre in Delhi, ensuring the participants could build their networks and connections. Students from National Institution of Fashion Technology visited the exhibition and a new partnership is now evolving with University of Arts London.

## Weaving the future

- To support collaboration in sustainable fashion, textiles and technology.
- To support collaboration between small and medium enterprises (SME) partners in India and the UK.



Master weaver Shamji Vankar at Arts University Plymouth during his month-long residency

## Threads of change

	British Council supported the first-ever delegation from the Indian apparel sector to the Global Fashion Summit in Copenhagen through a partnership with Sustainable Resolutions (SU.RE), an initiative by CMAI and RISE Worldwide.
	A new relationship with the National Institute of Fashion Technology (NIFT) to enhance knowledge-sharing and academic synergy between the two institutions was formalised.
	India-UK collaborations were showcased at Making Matters India and UK, an exhibition showcasing new sustainable craft, fashion, textiles and technology collaborations from the two countries.

	Master weaver Shamji Vankar participated in a month-long residency at Arts University Plymouth and shared his views on handmade businesses at the Kula Conclave, India.
	<b>6 grants</b> between India and the UK focusing on sustainable fashion and allied industries.
	<b>3 projects</b> awarded follow-up grants.
	<b>3 projects</b> exhibited at Bharat Tex 2025, a global textile event.



# Arts: Building towards 2026

Looking ahead, we aim to deepen UK–India cultural connections through partnerships, policy dialogue, and platforms for artistic exchange.

Taking the Programme of Cultural Cooperation signed between India and the UK in 2025 forward through tangible initiatives to enhance mutual growth in creative and cultural industries is a key priority for 2026 and beyond. This will be done through collaborative research, capacity building, collaborations with leading institutions, and inclusive platforms like a series of India-UK creative economy weeks, and promoting shared growth opportunities through innovation and entrepreneurship. Creative economy weeks will convene voices from music, film, fashion, and visual arts to shape inclusive, sustainable futures.

Also on the calendar are collaborations with leading institutions like Khoj and Science Gallery Bengaluru, through which our Arts and Technologies programme will spotlight innovation across diverse art forms. An exciting array of exhibitions and festivals is on the calendar, and programmes of support for emerging talent will encourage cultural entrepreneurship, bilateral collaboration, and a shared creative economy built on innovation and equity.



# Working towards a sustainable future

Arts and culture can be a powerful medium for driving empathy, changing mindsets and inspiring behaviour change. Education connects us with the scientific knowledge we need to identify solutions. Language helps us articulate issues clearly, communicate evidence and advocate for positive change. These are just some of the ways culture and education are drivers of the Sustainable Development Goals (SDGs). Our programmes combine the best of UK-India expertise in climate science and sustainability with educators, artists, and young people, building knowledge, resilience and connections that enable and empower them to tackle the climate crisis in their communities.

## Climate Skills: Seeds for transition

This global initiative runs in five countries including India. We connect our expertise in education and training together with climate science expertise from the UK and the faculty and students from The Energy and Resources Institute (TERI), University of Mumbai, and Hyderabad Sind National Collegiate (HSNC) University in India to jointly integrate an action-oriented approach to adding climate education into the curricula.

- In March 2025, UK experts from Create Adapt, in collaboration with co-facilitators (faculty nominated by participating higher education institutions) trained 50 master facilitators from our partner HEIs.
- These facilitators are now training 300+ educators across Maharashtra.
- Together, they will equip 2,000 young people with the skills and confidence to design and implement locally relevant climate-focused social action projects in their communities.



## Supporting climate research

The **Going Global Partnerships** programme enabled impactful UK-India collaborations in climate research and education.

- **Ravindra College of Engineering for Women (Andhra Pradesh)** and **Teesside University (UK)** are working together to equip rural women with skills in electric vehicle (EV) technologies and sustainable development, enhancing employability and inclusion.
- **Vellore Institute of Technology (VIT)** and **Teesside University** are collaborating on research into sustainable materials for EV battery manufacturing and the development of a course on **cognitive computing-driven decarbonisation** to build future-ready climate leaders.
- **Coventry University (UK)**, **Cochin University of Science and Technology**, and **IIT Guwahati** are jointly creating a digital learning framework focused on **Hydrogen Fuel Cell Education**, advancing innovation in clean energy.



## Strengthening sustainable creative economies

Through our partnership with the UN's SU.RE (Sustainable Resolutions) initiative, we brought together industry leaders, brands, and sustainability experts to drive systemic change in India's fashion sector.

At the heart of this was the delegation programme, which had Indian fashion brands from the SU.RE network participate in the Global Fashion Summit—marking the first-ever Indian delegation to this globally recognised platform.

The delegation attended sessions on sustainable technology, policies and practices and interacted with makers of sustainable fashion from around the world.

## New Landscapes India Research and Development Programme

This comprised six collaborative projects led by designers, entrepreneurs, and SMEs from the UK and India, which received funding and mentorship from the University of the Arts London to:

- advance new innovations in sustainable fashion
- open up new collaborative opportunities for Indian designers and producers
- support internationalisation and access to new markets.

## Climate Futures

India launched two new projects driving climate action and resilience in the creative sector:

- **Emerging Ecologies (Forest Way Trust)**, an artistic collaboration with The Forest Way Trust, documenting Arunachala Hill's transformation from barren land to a thriving forest through sustainable afforestation
- **Mapping Nature's Palette for Climate-Responsive Artisanal Practices (Tri-Impact Global)**, a project that leverages native and invasive plants in the Garhwal Himalayas for sustainable natural dye production, empowering tribal communities to map and utilise local flora.



# Libraries and cultural centres

The British Council's libraries and cultural centres in Delhi, Chennai and Kolkata are a vibrant community and cultural space, both physical and digital, that serve as a go-to hub for children, students, professionals, families, and book lovers. They also showcase the best of UK culture and the outputs of our UK-India cultural and educational programmes at numerous events running throughout the year.

## Key wins

 <p>Reached <b>571k</b> audiences through membership, outreach and programming</p>	 <p>Facilitated <b>22</b> UK university interactions with students and partners in our spaces</p>
 <p>Collaborated with partners to organise <b>31</b> book launches and panel discussions in our physical spaces, bringing in an audience of 3,000</p>	 <p>Collaborated with community libraries in Delhi to reach <b>10k</b> underprivileged children and provide them with access to our spaces and programmes</p>
 <p>Organised library tours and orientation for <b>54</b> schools and higher education institutions, impacting over <b>5,000</b> students and teachers</p>	 <p>Hosted <b>14k</b> people across our centres for movie screenings, book clubs, poetry circles and book launches as part of our Culture Fridays</p>
 <p>Launched British Council corners with our books and installed digital library walls in 5,000 rural libraries in Karnataka giving access to free resources to <b>5m</b> learners</p>	



Scan to check the digital library

'I consider the British Council library the foundation of my love of English literature. The library has been my centre of study and stimulation. I recommend joining the British Council library to anyone who wants to discover their love for books—just the way I found my love for English literature.'

Lakshmi Murdeshwar Puri,  
Former Deputy Executive Director,  
UN Women

## Building towards 2026

This year, we aim to reach over **628,000** people through membership, outreach and programming. We also aim to bring the British Council Corner and Digital Library walls to other states and impact 100,000 people.

# English for learners

We help young people enhance their career and educational opportunities through our teaching centres in Delhi, Chennai and Kolkata. We support learners at every stage—from beginners to advanced levels—focusing on communication skills, grammar, vocabulary, pronunciation, and real-world application. Whether you're a student, a working professional or preparing for exams, our expert teachers, modern classrooms, and flexible learning options (both online and face-to-face) help learners achieve their personal and professional goals.

## Key wins

 <p>Reached <b>6,900</b> learners in FY 2024–25 across adult, young learner, and teacher training courses</p>	 <p>Trained <b>375</b> aspiring English teachers through the Cambridge CELTA and IELTS Masterclass programmes</p>
 <p><b>3,152</b> working professionals and university students enrolled to improve employability and academic performance</p>	 <p>Offered <b>free international clubs</b> for adult learners, fostering global peer interaction and real-life communication skills</p>
 <p><b>2,951</b> young learners equipped with future-ready skills through real-life scenarios and 21<sup>st</sup> century competencies</p>	 <p><b>Free CELTA practice classes</b> enabled hundreds of students and library members to enhance their language confidence</p>
 <p>Connected secondary school learners globally through the <b>Connecting Cultures</b> initiative</p>	

## Building towards 2026

We aim to reach over **7,800** learners across India in the coming year through our English courses—supporting their real-life goals, from academic advancement to career growth.



# Through the lens: Key moments of 2024–25



Tiered Reflections, an immersive light-based installation by UK artist Liz West was presented in our office in Delhi in partnership with the Public Arts Trust of India

Emerging puppeteers from India participated in a workshop held by Thingumajig Theatre from UK which creates and performs innovative puppet plays and interactive giant puppet street acts



We hosted the What Works Hub for Global Education conference, bringing together researchers, policymakers and coalitions in Delhi



Under the UK-India Education and Research Initiative, 15 women scientists were chosen for an advanced leadership development programme in the UK. The Women in Space leadership programme had 250 women researchers trained in India

Scott McDonald, Chief Executive, British Council spoke at the Jaipur Literature Festival about the economics of art—policy, innovation and inclusion—highlighting how arts and culture drive growth, prosperity and opportunity, and the UK's key role in mapping their impact



As part of Culture Fridays at our libraries, we screened *The Beatles and India*. We were also joined by the film's director, Indian author and political journalist, Ajoy Bose in conversation with journalist Vir Sanghvi



Visitors at the British Council pavilion at the Kolkata Book Fair



We supported *Heart Lamp* author and International Booker Prize winner Banu Mushtaq and translator Deepa Bhashti at JLF London 2025, a powerful platform to celebrate India-UK literary connections





## About us

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide. We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people, creatives and educators, and our own creative sparkle. We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications. We work with governments and our partners in the education, English language and cultural sectors, in the UK and globally. Working together we make a bigger difference, creating benefit for millions of people all over the world. We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2024–25, we reached 599 million people globally.

**For more information visit: [www.britishcouncil.in](http://www.britishcouncil.in)**



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