





## Message from the Chairman

As the world is changing fast, I want this message to reflect on the many ways GLOBAL REACH touches lives by providing career counseling and advice through our experienced counsellors who have first hand awareness of the opportunities to meet the tangible needs of our students. Students seeking overseas options are inspired and facilitated to discover their true potential.

Ever since GLOBAL REACH was founded in 1991, I have witnessed its evolution as a world-class counseling organization in South Asia. It serves the rapidly and dramatically changing needs of enterprising students from the region. We rest on the ethical foundation as laid out in our mission while fashioning a new future with our students and our constituents.

So as we move towards the third decade, let's work together to design strategies for the new challenges. Let's find new ways to reach students aiming at affordable and accessible higher education that leads to career opportunities worldwide.

It has truly been my honor to serve as chairman these past twenty years, associating with so many fine and talented men / women in this organization, as well as various professionals amongst education providers and embassies.

It has also been a thrill to meet and work with many wonderful students, parents and friends now at Universities around the globe. The passion we all hold for our work at this special place is acknowledged by our stakeholders.

I wish to thank all who have made Global Reach, a leader amongst Overseas Education Consultancy Organizations in South Asia. I look forward to the challenges and opportunities of the future!

A handwritten signature in black ink that reads "Sitasaran Singh". The signature is fluid and cursive.

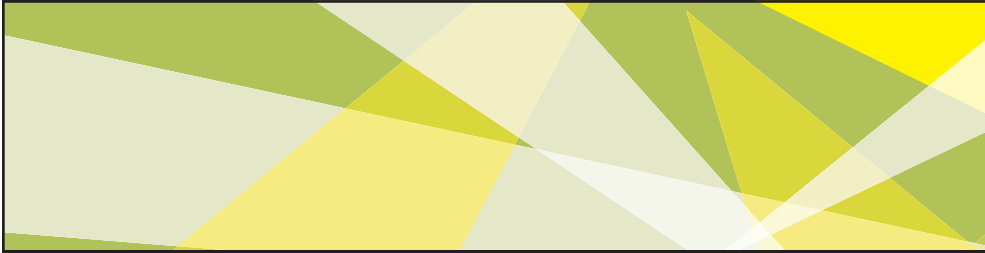
Sitasaran Singh  
Chairman



## Our Mission

“To remain market leader through consistent delivery of quality, ethical and professionally sound service to its clients (students, education partners and government agencies).

Global Reach will continue setting challenging standards leading to an overall development in the industry.”



## Know Global Reach

Global Reach, set-up in 1991, pioneered the concept of educational counselling in South Asia and currently manages the marketing and representation of over 350 accredited Universities and educational Institutions worldwide.

Our trained and certified counsellors advise students on career's in demand matching it with student's educational background, aptitude and aspiration. The counsellors are not just trained on options but several have also visited the Institutions. To make the process comprehensive we also refer to our past students. Our team includes visa facilitators who are reputed for their expertise and their success rate speaks for itself.

The counselling is customized and where requested, assistance is provided with information on educational loan and other associated processes.





Prof. John Webb, Counsellor-AEI, Australian High Commission presenting the award to Global Reach on 18.01.2008.

The award confirms that Global Reach had more certified counsellors than any other agency in South Asia. Even through 2009, 2010 and in 2011, Global Reach continues to have more EATC certified counsellors.

We take pride in the counselling ability of our team of counsellors across the region. Global Reach has maximum number of British Council certified counsellors and Singapore Education Specialists.

More importantly, all our counsellors have to complete the Global Reach training and only then they counsel students.

## New development for UK, USA and Canada



Global Reach is delighted to announce its partnership with QS, well known for the world university rankings and grad school fairs. This relationship announces the first move into student recruitment by QS, but it is a logical progression for a business

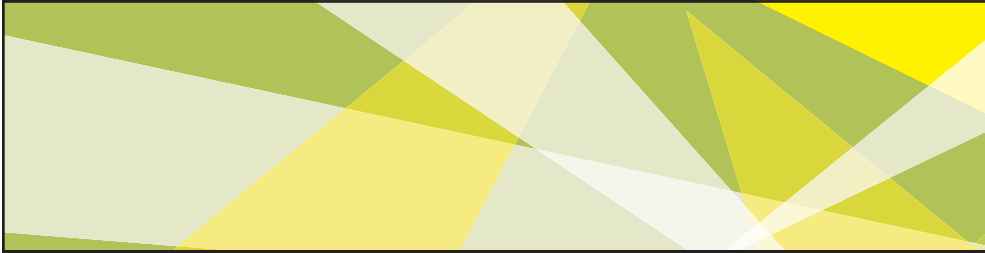
centered on assisting individuals to reach their goals and potential through higher education and careers.

The combined experience of Global Reach and QS will give students the edge to be successful in their career goals.



GLOBAL REACH MD, Mr Ravi Lochan Singh, was awarded the 2011 Australian Alumni Excellence Award by the Hon Chris Evans, Australian Minister for Education on 03.08.2011.





## What we do?

One of the most critical aspects of going to study abroad is how the entire process is handled by the education consultants helping you. With Global Reach the country's leading overseas educational consultant, you can be sure that you are in safe hands. Global Reach with an excellent track record of 20 years of service is a trusted name in delivery of quality assistance to students from all over South Asia.

■ **Career Counselling:** Global Reach has experienced counsellors who provide specialised, comprehensive and unbiased information to the students. Individual counselling is given taking into account the student's background, aptitude, interest and future career aspirations.

■ **Selection of Programs:** We help students to choose the right course which is in sync with their future career goals. Courses ranging from aviation to hospitality to welfare studies are available to the international students

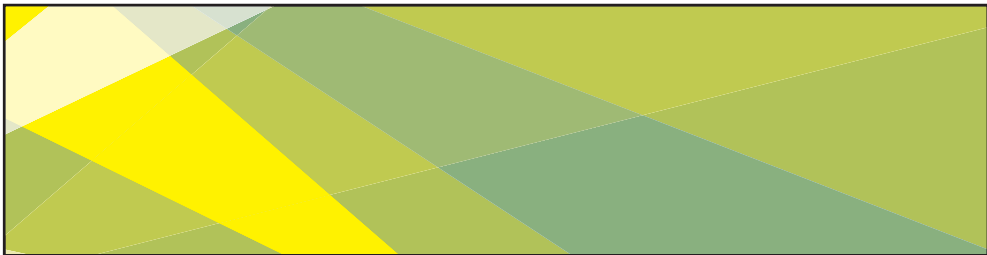
■ **Selection of University:** Selection of University is a crucial part of the whole process. We assist the student in selecting the university which would be the best fit for him/her. While selecting the university, we consider various factors like the academic background, test scores, particular location preference and the goals and ambitions of the students. We understand the various university requirements and guide the students accordingly.

■ **Assistance in Application Processing and Scholarships:** Preparing the application pack is the first important step towards getting an admission. We assist students in preparing the application packet by ensuring that all required documents are in place thereby enhancing their chance of admission. Most universities offer some scholarships. Each has its own eligibility criteria. We guide in providing information and assistance in helping students to apply for these scholarships or other financial aid that may be on offer to international students.

■ **Test Preparation:** Certain tests like the SAT, GRE, GMAT, TOEFL/IELTS are often required by many universities. Where students wish to take up preparatory help for any of the required tests, we can provide the same through our associates who are we experts in this.

■ **Visa counselling:** Our team of visa facilitators help students to scrutinise and organise their visa papers so as to enhance their visa success. Where necessary we carry out mock interviews so that the students are better prepared to face the visa interview.





## Our Management



### **Chairman:**

Dr Sitasaran Singh leads the organisation with his own qualifications earned at prestigious Universities including London School of Economics, University of Cincinnati and University Akron. He is a certified management consultant and is currently engaged in developing strategy for the company and building linkages for the clients.

### **Managing Director:**

Mr Ravi Lochan Singh's strong educational background which includes an MBA from Bond University, Australia in addition to his Bachelors from SRCC, Delhi and the participation in the MOOT CORP at the University of Texas, Austin, USA. He has been active in AAERI (Association of Australian Education Representative in India) as its elected President for four terms (1999-2000, 2005-2006, 2007-2008, 2011-2013). He is also the first Indian education counsellor to clear the EATC certification (Qualified Education Agent Counsellor).



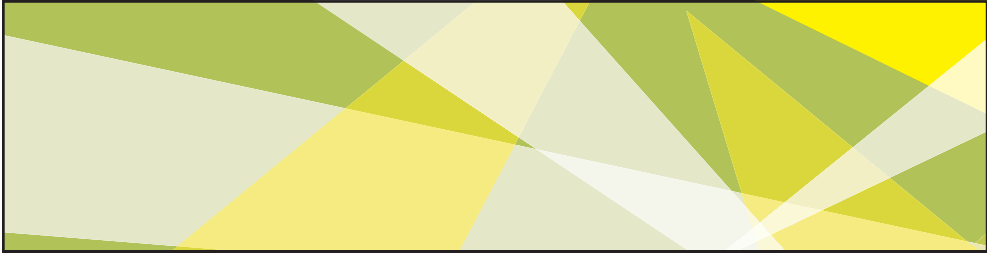
### **General Manager:**

Mr Victor Rao brings to Global Reach his 17 years experience with British Council. His previous position was as the Manager of Education UK partnerships and in his various roles he has promoted and managed the British Council Scholarships, organised British Council Education UK fairs, pre-departure sessions, institution linkages and student counseling. His strengths have been complementing Global Reach for various development activities.

## Head of Operations

An experienced head leads each of our locations. Most of them are counsellors too and have counselled students. They all have undergone training programs, custom designed for them and are able to provide career direction to students. As administrative heads, they are also responsible for the delivery of the service at their locations.





## Head of Operations



Ms Kamlesh Poria

### Head of Operations (Australia):

Kamlesh has over 15 years experience in Education sector including counseling, child care and development. She has done Masters in Sociology and Bachelors in Education (B.Ed.). She is an expert in Australian education system and job opportunities available in various sectors. She is available at Sydney office for counselling by prior appointment.

### Head of Operations (Nepal):

An FCA, (Fellow Chartered Accountant) and a diploma holder from Helsinki University, Finland. Mr Bajaj is in Audit and Assurance services and is the former President of the Institute of the Chartered Accountants of Nepal, executive member of Nepal-USA Chamber of Commerce and Industry, has represented on the executive board of many Educational Institutions, Hospital, Financial Institutions, Commodity Associations, working group committees on WTO by Nepal Ministry of Industry. He currently is the president of Nepal Australia Association of Education Representatives (NAAER).



Mr Narayan Bajaj

### Head of Operations (Guwahati):



Mr Kaushik Barua

Kaushik is a trained professional capped with a postgraduate degree in Management. He worked for six years in marketing in the field of Sports management and software before moving back to Guwahati. He along with his spouse, Ms Ankita Saikia, was the first to establish an organised overseas education consulting business in North East India and over the last seven years prides himself on providing quality, informed and ethical assistance to students from the region.

### Head of Operations (Hyderabad):

A Masters in Biotechnology from University of Mysore, Monisha has over seven years of experience in educational counselling and has been guiding students from Hyderabad to various destinations. She is an accredited EATC qualified education counselor and the first from Hyderabad.



Ms Monisha RS

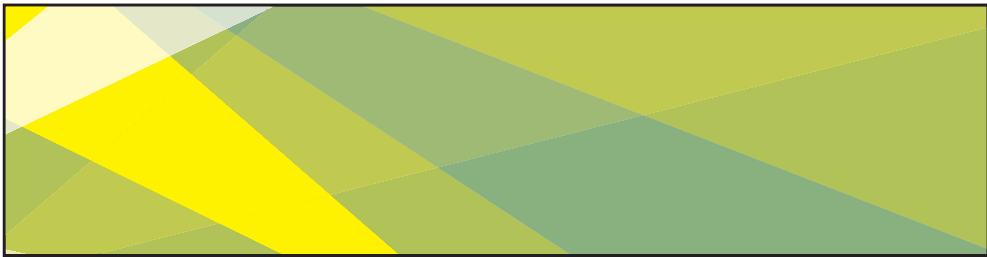


Ms Anar Patel

### Head of Operations (Ahmedabad):

Anar is an Australian citizen and overseas citizen of India (OCI). She is an MBA in Finance and co-founded a restaurant in Sydney. She is a certified EATC counsellor in her own right and prior to heading Global Reach's Gujrat initiative, she was HOO of Cube Consultancy. Her main focus is on expanding the Global Reach operations all over Gujrat.





Mr Anand Karuppiah

#### Head of Operations (Chennai):

Anand has been into Overseas Education Counselling for more than 15 years. He has worked and managed various academic institutions in Australia and currently overseeing the Global Reach operation in Chennai. He has been a lecturer and administrator at various academic institutions in Australia. **Anand is assisted by our consultant for Chennai : Mr M Sabesan.**

#### Head of Operations (Bhubaneswar):

Mr Surya Narayan Mishra completed his post graduation from Uktal University. He had been to Norway for further studies from University of Oslo. Then he started working as a senior executive in a MNC. Soon after that, he started his own business and was working as an entrepreneur for a long time in Orissa. He was also a freelance consultant to number of Australian and Singapore companies.



Mr Surya N Misra



Mr Sankalp Singh

#### Head of Operations (Baroda):

Sankalp Singh has been actively involved in the study abroad industry since 2004. He holds a graduate degree in commerce from the Sydenham College of Commerce and Economics, Mumbai. He is responsible for growth and strategic planning for Global Reach Baroda operations. **Sankalp is assisted by his brother Mr Ketan Singh.**

#### Head of Operations (Delhi):

Bhavna has been actively involved in immigration and study related visa service since 1998. She holds a Bachelors degree with honors in English from University of Delhi. Her overseas experience includes not only travel to numerous countries but also living in Canada.



Ms Bhavna Nandal

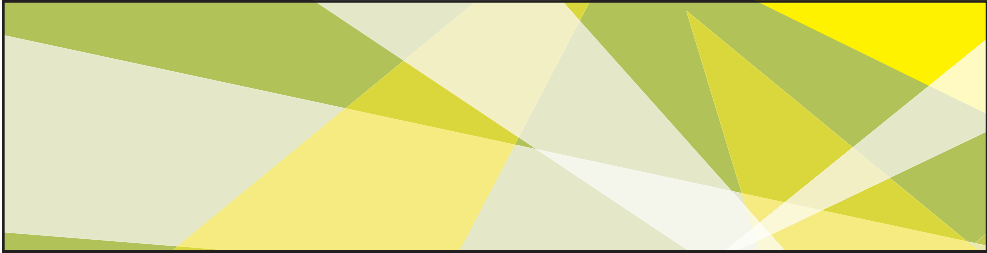


Mr Palden Tshering

#### Head of Operations (Thimphu):

Palden Tshering, who had his early schooling in the US and then at Woodstock, Mussoorie. He went on to obtain a BA in Political Science ( St. Xaviers College, Bombay, INDIA), a Bhutanese Legal Degree (High Court, Thimphu, BHUTAN) and MBA (La Trobe University, Australia). He was active in the Bhutanese political affairs. He is a well respected and widely-referenced professional in Bhutan.





## Schedule of Fees

(Not applicable for applications made under QS Global Reach online application system)

There are significant costs in providing quality service including the costs of overheads, couriers, telephonic follow-ups and other related costs. Global Reach recovers these expenses from the retainership/remuneration (representation fees) from the Institute/Universities which is paid only on successful enrolment at the Institution.

Global Reach, hence, is determined to offer completely free services to students who go through our assistance to an Institution represented by us. However, there may be situations when the student has taken our services and not enrolled at any of the Institutions due to any reasons whatsoever. This results in non-reimbursement of the expenses for such a case from the University to us and to cover such eventualities, Global Reach will charge a deposit.

### Stage 1

**Initial Counselling:**

(Including course/country selection advise)

**FREE**

### Stage 2

**Application lodgement :**

(represented by Global Reach / its associates)

**REFUNDABLE DEPOSIT**

**INR 5,000 / NP Rs 8000**

If the student receives the offer letter from GR / associate represented Institution and proceeds on to the Institution, the refund is made in full after 4 weeks of registration with the Institution. The refund is also made in full if the student does not receive any offers at all.

### State 3

**Visa assistance Fee:**

**Visa Lodgment**

(represented by Global Reach / Its associates)

**FREE**

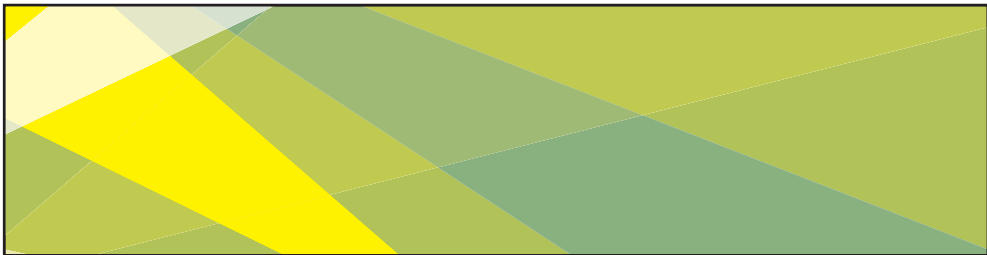
**For students joining any other Institution:**

**INR 10,000 / NP Rs 15,000**

Further Note: No deposit is charged if the application is lodged at an interview session with a visiting Institution. However the student will have to pay a refundable deposit if he / she decides to apply to other institutions. Please note that some Institutions may levy a further application fee which will be paid directly to them as indicated on the application forms by the student.

Global Reach has recently entered into an alliance with QS to make more options available in US and Canada. The schedule of fees for the applications made to these two countries under the QSGR application system is currently being developed. The above schedule of fees will not apply to applications under that system





## Salient Features

### ■ Pioneer In the Field:

Setup in 1991, Global Reach, is the first Overseas Education Consultant in the Eastern India and amongst the pioneers in the Indian Subcontinent. Global Reach was the first to run exhibitions for International Universities in its market in 1992-93, long before IDP and the British Council ECS were even setup.

### ■ Comprehensive and unbiased information:

Students receive complete information on options in several countries at one place. This allows them to choose a destination that fits their requirement. This is indeed a unique benefit of being counselled by Global Reach. As authorized representative for most Australian, all New Zealand, many UK and USA Universities / Institutions, the information is up-to-date and accurate. Global Reach provides prescreening based on admission requirements resulting in focused application process. Some institutions have delegated the authority to Global Reach to recommend admissions and generate receipts. The student visa assistance of Global Reach is considered most complete and the success rate in visas is close to 100%.

Global Reach has been chosen as the first agency from Eastern India by Australian High Commission to do e-lodgement (Online lodgement of visas to the DIAC post in Adelaide directly).

More so, the service at Global Reach is completely free (USA counselling service has a different policy) of cost to students who apply and then proceed to the institution represented by Global Reach.

### ■ Professional team with firsthand experience:

Global Reach is proud of its very qualified and certified team.

### ■ Locally headquartered / administered:

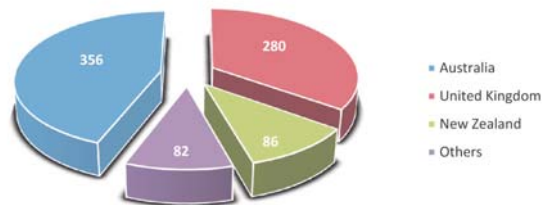
The admission and the visa services are locally administered at each locations and hence significant time is saved as compared to agencies where branch offices are only information centers.

### Our credentials



## Global Reach 2010 Stats

### Disciplines break up [Total number of students 804]



#### Post Graduate

BUSINESS	303
SC AND ENGG	139
IT, IS & COMP	51
ARTS/SOCIAL SC	80

#### Under Graduate

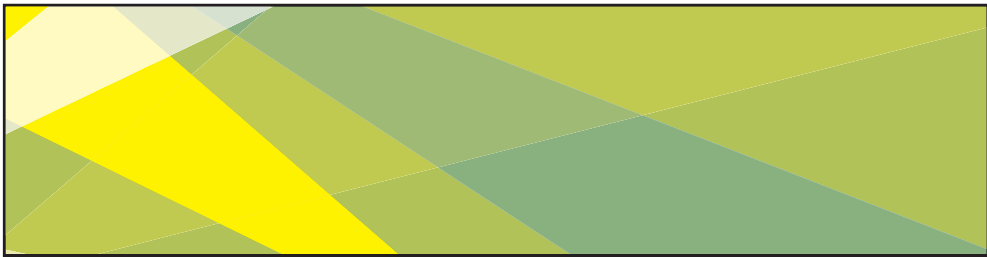
BUSINESS	66
SC AND ENGG	52
IT, IS & COMP	28
ARTS/SOCIAL SC	28

#### Vocational

HOSPITALITY, FASION, CPL...	57
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### Country Break up [Total number of students 804]





## Student Testimonials



“Global Reach has played a pivotal role in helping me to enroll in this course at Northumbria University. It may not be very well known in India but I'd highly recommend it anyone who wishes to pursue higher education in the UK through Global Reach. I'd like to thank global Reach for acting as a conduit for this course. Overall, students are likely to love their yearlong sojourn in Newcastle.

Thank you for your kind wishes. I extend my warm greetings and regards to you and all members of the Global Reach team.”

**Arkapaul Ghosh**, Kolkata

MSc Global Mgmt., Northumbria University, UK

“Last year, when I was planning to pursue full-time MBA in Australia, there was only one education consultant I thought of and that was Global Reach. It was an easy choice given the outstanding reputation that Global Reach has in field of foreign education consultancy and the superior quality of services that it provides. Needless to say, I found the all the relevant information about Global Reach's history, contact details, universities, examinations, visa requirements (including the simplified e-Visa system) on the website. There was also a useful blog updated regularly by Global Reach MD Ravi Lochan Singh, which shared informative details about the education scenario, student life and other general news about Australia. I wish Global Reach the very best in their endeavour to set new benchmarks in the field of foreign education consultancy.”



**Swarnava Adhikari**, Kolkata

MBA, Australian National University, Australia



“Thanks to the entire team of Global Reach, Bhubaneswar for being so dedicated and supportive and help me get through one of the best B Schools in Australia. Their excellent responsiveness and friendly approach has given a kick start to my career and directed me to achieve the right goals and objectives for which i have always aspired.”

**Lipsa Samantaray**, Bhubaneswar

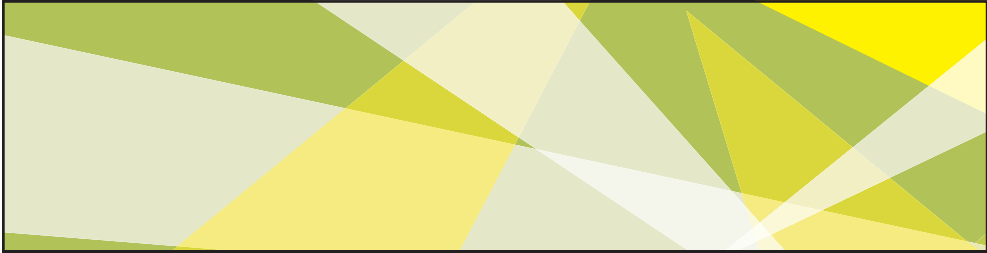
Master of International Business, University of Melbourne, Australia

“It was an extremely satisfying experience with Global Reach. I give them top marks in every aspect-Counseling, Applications and visas. I was well informed about the different options for all countries. All areas of field are outstanding. Keep up the good work.”



**Cherry Murry**, Kohima

Master of Professional Accounting, University of Canberra, Australia



## They make us feel special indeed



Mr Ravi Lochan Singh, the company principal; has a wealth of knowledge of the business, and excellent relationships with Australian Institutions, the Australian High Commission and is generally highly respected throughout the Indian education industry. Global Reach's staff are well trained, and attend periodic training programs organized by external trainers,

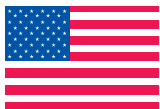


many of whom have visited Australia for a first hand experience. Global Reach is known for its transparency and accuracy in counselling. I thoroughly recommend Ravi and his company and would be delighted to endorse these comments personally.



Tony Burchill

Ex Trade Commissioner, Austrade Delhi, AHC  
(Excerpt from his message on GR's 15th anniversary)



Quite simply, Global Reach is one of the most professional recruitment firms I have ever encountered worldwide. Ravi Lochan Singh always has his eyes on the horizon. He is not focused on short-term objectives, but rather on



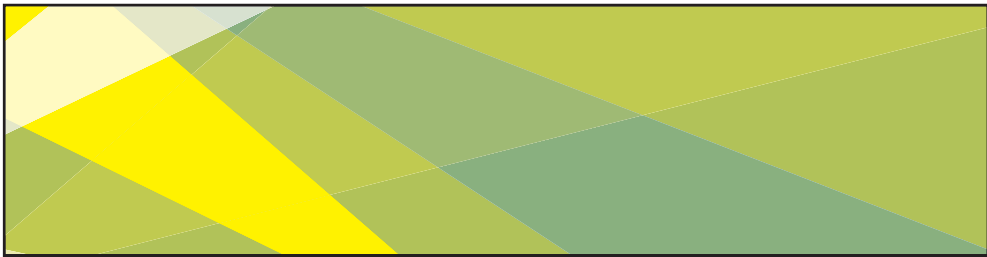
building long-term relationships and creating an increasingly professional environment for his staff and the field of student recruitment, more generally. Ravi has been uniquely instrumental in the founding of the American International Recruitment Council (AIRC), and the development of its Standards for international student recruitment, as well as its certification framework. Ravi and the entire Global Reach staff have been a pleasure to work and I plan to do so for many years to come.



Mitch Leventhal

VC for Global Affairs, The State University of New York SUNY  
Vice President & Treasurer, AIRC  
Ex-Vice Provost for International Affairs, University of Cincinnati





“Global Reach is one of the most open and transparent agencies we have worked with. The staff is well trained, professional, and knows the institutes that they represent. I know that Ravi is constantly looking for ways to motivate his staff and he leads by example. Feedback from students has also generally been positive. The positive attitude and enthusiasm of everyone who I have come across from Global Reach has led to their success and enabled them to open offices in other locations.



I personally enjoy interacting with them and rely on the advice that I often seek from Ravi and hope to continue doing so.”

Marina Gandhi

Head, Education UK, British Council, East India  
(Excerpt from her message on GR's 15th Anniversary)



“Global Reach is one of the most professionally managed education consultancy in India. Their staff is well trained and always up to date with latest developments at institution and policy front. Ravi has been amongst the first group of education advisors appointed by the India Education Expert Network (IEEN). I personally rely a lot on Ravi's suggestions while planning marketing activities in East India, as he is very knowledgeable about the market he represents and promotes. Global Reach has also been instrumental in New Zealand Institutes venturing into neighboring countries.”



Jugnu Roy

Trade Development Manager, New Zealand Trade & Enterprise  
NZ High Commission  
(Excerpt from her message on GR's 15th anniversary)



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