

GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF HIGHER EDUCATION

RAJYA SABHA
UNSTARRED QUESTION NO. 1133
TO BE ANSWERED ON 27/07/2022

Mission to draw foreign students for studying in India

1133 Dr. Ashok Kumar Mittal:

Will the Minister of Education be pleased to state:

- (a) whether Government is working on an ambitious mission to draw foreign students to study in Indian institutions under 'Study in India' mission;
- (b) if so, the details thereof;
- (c) whether Government has targeted the countries for sending students to India for higher studies; and
- (d) how Government is planning to promote brand India worldwide?

ANSWER
MINISTER OF STATE IN THE MINISTRY OF EDUCATION
(DR. SUBHAS SARKAR)

(a) to (d): Ministry of Education (MOE) launched Study in India Programme on 18.04.2018 with the aim of attracting foreign students to Indian higher educational institutions (HEIs) through systematic brand building, marketing, social media and digital marketing campaigns. The programme involves partnership with 160 plus select Indian institutes/universities (based on NIRF Ranking and NAAC grading). A centralized admission web-portal (<https://studyinindia.gov.in>) acts as a single window for the admission of foreign students under Study in India. An examination named PRAGATI (Performance Rating of Applicants through Global Aptitude Test for Indian Institutions) is conducted to offer Study in India Scholarships to meritorious students. Though students from all over the world can apply under this flagship programme, the focus is on 48 target countries across South-East Asia, Middle East and Africa.

Study in India has been reaching out to international students through Indian missions abroad and with extensive brand building exercise through Newspapers, Radio, Facebook, Instagram, Google Display & Search Network, Twitter, Emailers, WhatsApp, telegram etc.
