

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION NO. 2660
TO BE ANSWERED ON 10th MARCH, 2021

BRAND INDIA MISSION

2660. SHRI FEROZE VARUN GANDHI:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether the Government is planning to launch Brand India Mission and if so, the details of aims and objectives set under this mission;
- (b) the details of sectors to be covered under Brand India Mission;
- (c) whether the Government has set any goals/ target to be achieved under this mission and if so the details thereof;
- (d) whether all stake-holders of States/UTs have been invited to seek their opinion for allocation of funds and implementation of the same and if so, the details thereof; and
- (e) the details of funds to be allocated under this mission?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री हरदीप सिंह पुरी)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI HARDEEP SINGH PURI)

(a) to (e) : Branding is a continuous process. Government is using every formal opportunity to brand India in different fora through its agencies. There is no specific Brand India Mission as of now.
