

**GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF SCHOOL EDUCATION AND LITERACY**

**LOK SABHA**

**UNSTARRED QUESTION NO. 3499**

**TO BE ANSWERED ON 20<sup>TH</sup> DECEMBER, 2021**

**Advertisements to Attract Students**

**3499. ADV. ADOOR PRAKASH:**

Will the Minister of EDUCATION be pleased to state:

- (a) whether the Government is aware of the aggressive advertising of private coaching institutes and online learning applications with exaggerated claims aiming to attract school students for coaching on National Eligibility cum Entrance Test (NEET) and Joint Entrance Test (JEE) like exams;
- (b) if so, the details thereof; and
- (c) the action taken or proposed to be taken by the Government to regulate such advertisements which are putting more stress on children?

**ANSWER**

**MINISTER OF STATE IN THE MINISTRY OF EDUCATION**

**(SMT ANNPURNA DEVI)**

(a) to (c) The Government of India through National Testing Agency (NTA) has launched a Mobile App 'National Test Abhyas' with the help of this app students get access to high quality online mock tests for NEET (UG) and JEE (Main) entrance examination. For NEET (UG), 14.11 lakh students have registered in this mobile app for test practice and 81.24 lakh Sessions of Mock Test have been conducted. For JEE (Main), 9.59 lakh students have registered for test practice and 50.73 lakh Sessions of Mock Test have been conducted. In the interest of students including the most disadvantaged, Government has launched Study Webs of Active Learning for Young Aspiring Minds (SWAYAM), which offers interactive course content such as video lectures, reading material, self-assessment through tests and quizzes and online discussion forum for clearing doubts for students from Class 9 to Post-Graduation. The content can be accessed free of cost by anyone, anywhere at any time. Another initiative of the Government called Indian Institute of Technology - Professor Assisted Learning (IIT-PAL) provides video content in Biology, Chemistry, Mathematics and Physics prepared by IIT Professors for Class XI and Class XII students aspiring to join IITs and other Institutions. The content is available free of cost on dedicated DTH channels of SWAYAM PRABHA.

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