

**GOVERNMENT OF INDIA
HUMAN RESOURCE DEVELOPMENT
LOK SABHA**

STARRED QUESTION NO:169
ANSWERED ON:07.03.2000
MARKETING OF INDIAN EDUCATION
GANGASANDRA SIDDAPPA BASAVARAJ;MADHAVRAO SCINDIA

Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

- (a) whether the Government have decided to market the Indian education as a "brand" in the booming international education market;
- (b) if so, the special features and characteristics thereof;
- (c) the steps taken in this direction and the modes and technologies proposed to be adopted for the purpose;
- (d) whether additional seats in different courses are proposed to be created while globalising admissions so as to duly protect the interests of the Indian students; and
- (e) if so, the details thereof?

Answer

MINISTER OF HUMAN RESOURCE DEVELOPMENT (DR. MURLI MANOHAR JOSHI)

(a) to (e): The phenomenon of increasing students mobility across national boundaries offers India an unique opportunity of making known and marketing its distinct brand of education abroad