

**GOVERNMENT OF INDIA
PLANNING
LOK SABHA**

UNSTARRED QUESTION NO:3809

ANSWERED ON:09.08.2017

Five-T Initiative

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Will the Minister of PLANNING be pleased to state:

a) whether the Government has implemented the five-T (Talent, Tourism, Tech, Trade and Tradition) proposal as announced by the Prime Minister;

b) if so, the details thereof; and

c) the action taken by the Government in this regard, State-wise including Punjab?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) FOR MINISTRY OF PLANNING AND MINISTER OF STATE FOR MINISTRY OF HOUSING & URBAN AFFAIRS

(RAO INDERJIT SINGH)

(a) to (c) While addressing the first session of both Houses of Parliament in the 16th Lok Sabha, Hon'ble President of India emphasized upon revival of brand India riding on strengths of 5 T's: Tradition, Talent, Tourism, Trade and Technology. Accordingly, a number of initiatives have been taken by the Government to address each of these issues. These are implemented through multi-pronged programmes and schemes spread across various Ministries and States/ Union Territories, including the State of Punjab. Some of the important steps taken are as under:-

i) To promote Tradition, Government of India has facilitated adoption of International Day of Yoga at United Nations General Assembly. Other important initiatives include signing of multilateral and bilateral agreements on cultural relations, promotion of Indian culture through Festival of India in foreign countries, assistance to Indo Foreign Friendship Cultural Societies in foreign countries, launch of 'Ek Bharat Shreshtha Bharat' and National Mission on Cultural Mapping and Road Map.

ii) To promote Talent, besides promoting education, a new Ministry of Skill Development and Entrepreneurship was set up in November 2014 to coordinate all skill development efforts of the country. A number of measures have been taken which include putting in place national policy for Skill Development and Entrepreneurship, implementing Pradhan Mantri Kaushal Vikas Yojana, development of National Skills Qualification Framework, and so on.

iii) To promote Tourism, a series of promotional activities have been undertaken at potential markets through India Tourism Offices abroad, showcasing India's tourism potential. A multimedia campaign under the brand-line "Incredible India" has been continuing. Besides, steps have been taken to participate in travel fairs & exhibitions, road shows, 'Know-India' seminars, Indian food festivals, publications of brochures, etc. For development of tourism infrastructure, two schemes have been launched viz. Swadesh Darshan and Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD).

iv) To promote Trade, the new Foreign Trade Policy (2015-20) has been announced on April 1, 2015 focusing on supporting both manufacturing and service exports. The 'Merchandise Exports from India Scheme' has been introduced to offset infrastructural inefficiencies and associated costs involved in exports by incentivizing exporters in terms of freely transferable duty credit scrips. The Services Exports from India Scheme also provides rewards on Net Foreign Exchange earnings for service exporters. Besides, schemes like Niryat Bandhu Scheme and Trade Infrastructure for Export scheme have been implemented. Measures have also been taken to improve India's ranking in the Ease of Doing Business index brought out by World Bank.

v) In the area of Technology, Government has launched several programmes/schemes to attract youngsters towards scientific and technical research in the country. This includes the Innovation in Science Pursuit for Inspired Research (INSPIRE) Programme, Kishore Vaigyanik Protsahan Yojana, Shyama Prasad Mukherjee Fellowships, Junior/Senior Research Fellowships, etc. An initiative titled IMPRINT (IMPacting Research INnovation and Technology) is being piloted by the Ministry of HRD and steered by IITs and Indian Institute of Science. This involves intra-Governmental agreement amongst 25 Departments to provide solutions to most relevant engineering challenges by translating knowledge into viable technologies. NITI Aayog is also spearheading an Atal Innovation Mission to promote innovation, entrepreneurship and start-ups in the country through Atal Tinkering Labs and Incubation Centres.
