

GOVERNMENT OF INDIA  
MINISTRY OF HUMAN RESOURCE DEVELOPMENT  
DEPARTMENT OF HIGHER EDUCATION

LOK SABHA  
UNSTARRED QUESTION NO.691  
TO BE ANSWERED ON 23.07.2018

**‘Study in India’ Programme**

691. ADV. JOICE GEORGE:

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

- (a) whether the Government has approved ‘Study in India’ programme to attract foreign students to pursue higher education in India recently;
- (b) if so, the details thereof;
- (c) whether this will boost country’s share of international students and subsequently, improve global reputation and rankings of Indian educational institutions;
- (d) if so, the details thereof;
- (e) whether this would Double India’s market share of global education exports from less than 1% to 2% and improve global ranking of Indian educational institutes; and
- (f) if so, the details thereof?

**ANSWER**

MINISTER OF STATE IN THE MINISTRY OF HUMAN RESOURCE DEVELOPMENT  
**(DR. SATYA PAL SINGH)**

(a) to (f): To facilitate Internationalization of Higher Education in India, a Programme viz. ‘Study in India’ has been launched on 18.04.2018 with the objectives to make India an education hub for foreign students; improve the soft power of India with focus on the neighbouring countries and use it as a tool in diplomacy; to rapidly increase the inflow of inbound International Students in India through a systematic brand-building, marketing, social media and digital marketing campaigns; to increase India’s market share of global education exports; improvement in overall quality of higher education; to reduce the export-

import imbalance in the number of international students; growth in India's global market share of International students; and increase in global ranking of India etc.

To start with, the programme focuses on International students from select 30 countries across South-East Asia, Middle East and Africa for a period of two years i.e. for the academic years 2018-19 and 2019-20. The programme envisages participation of select reputed Indian institutes/universities by way of offering seats for the International students at affordable rates. This Programme does not offer any Scholarships, however, fee waivers to meritorious foreign students ranging from 100% to 25% are offered.

A centralised admission web-portal (<https://studyinindia.gov.in/>) acts as a single window for the admission of foreign students. EdCIL(India) Limited is the implementing agency for the Programme.

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