



# YOJANA AND KURUKSHETRA

**Webinar Handout**

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Yojana (December 2021) and Kurukshetra (November 2021)

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## 1. GI Tagging of Rural Products

**Context:** In recent times Geographical Indication (GI) tagging has become an important tool for rural economic rejuvenation leading to inclusive and shared growth.

### Mains Paper

#### General Studies 1

##### Syllabus:

- Indian culture covers the salient features of Literature, Art Forms, and Architecture from ancient to modern times.

#### General Studies 2

##### Syllabus:

- Government policies and interventions for development in various sectors and issues arising out of their design and implementation

#### General Studies 3

##### Syllabus:

- Inclusive growth and issues arising from it
- IPR

### About Geographical Indication:

- GI tag is the abbreviation of Geographical Indications tags in India. It came into force with effect from **15th September 2003**.
- **Darjeeling Tea** was the first Indian product to get a GI tag.
- India realised the need to protect its indigenous, unique, and reputed products through GI when an American company was given a patent of Basmati rice, and India had to resort to an expensive procedure of challenging the patent in the US court of law. This necessitated India to enact the Geographical Indications of Goods (Registration and Protection) Act, 1999 in 2003 **to give protection for GI through sui generis legislation.**

### Who accords and regulates Geographical Indications?

- GIs are covered as a component of **intellectual property rights (IPRs)** under the **Paris Convention for the Protection of Industrial Property**.
- At the International level, GI is governed by the World Trade Organisation's (WTO's) Agreement on **Trade-Related Aspects of Intellectual Property Rights (TRIPS)**.
- In India, Geographical Indications registration is administered by the **Geographical Indications of Goods (Registration and Protection) Act, 1999** which came into force with effect from September 2003.

### GI and Other Intellectual Property Rights:

- GI is different from the other type of Intellectual Property called '**trademarks**' in a way that **trademark is a sign assigned to an enterprise that gets the exclusive right to use it to distinguish its goods and services** from those of others.
- However, **GI is not a property right given to an individual to use it**, rather it is attributed to goods or services specific to a region which allows every producer in the specified region to use the said GI as long as the quality of the GI goods is similar to the specified qualities of the identified product of the said region.

### Role of GI in Rural Development:

- Geographical indications are mostly traditional products, produced by rural communities over generations that have gained prominence on the markets for their precise qualities.
- The recognition and protection of the markets of these products allow the producers' community to devote and maintain the precise qualities of the product on which the reputation is built. This might also allow them to invest together in promoting the reputation of the product.
- Some of the observed rural developmental impacts of GI are:
  - The supply chain is structured around a common product reputation
  - Increased and stabilised prices for the GI product
  - Distributed through all the levels of the supply chain adds value
  - Natural resources can be preserved on which the product is based
  - Preservation of traditions and traditional expertise
  - Tourism can be boosted

### Facts related to GIs:

- Till now, 370 products have been registered as GIs by the GI Registry of India which comprise handicraft (214), agricultural (112), foodstuff (16 and so on).
- Globally, an estimated 55,800 protected GIs were in existence in 2019, with maximum GIs in force in Germany (14,289) followed by China (7,834), and Hungary (6,494).
- **The USA and India had just 529 and 361, respectively.**
- All the GIs in force in China and India are protected through national systems, whereas the bulk of GIs in force in Australia (90.7%), Israel (99.9%), and Ukraine (99.2%) are protected through international agreements.
- GIs in force relating to **wines and spirits accounted for 56.6%** of the 2019 global total, **followed by agricultural products and foodstuff (34.2%)**.
- **Handicrafts accounted for 3.5% of the total.**

### Initiatives to Promote GI in India:

- Although good progress is seen in the number of goods (370) registered with the GI tag during the last 18 years, there is still a need to put in place a **dedicated institutional structure and mechanism** that deals with the affairs of GI products.
- The **registration of goods per se does not confer the economic benefits** unless it is backed by a sound enforcement mechanism, both in domestic and export markets.
- For this purpose, **India has started taking initiatives** for setting up traceability systems at the government and corporate levels.
  - **Following are some of the initiatives:**
    - **Marketing of GI Products:** In a bid to popularise India's GI-tagged products and works of artisans, the government is aiming to market the products in international markets.
    - **Logo and Tagline:** While launching the new logo for the GI products, a new tagline for promotion 'Invaluable Treasure of Incredible India' has been selected.
    - **Inter-ministerial Cooperation:** The Ministry of Commerce is working with the Ministry of Civil Aviation as well as the Ministry of Railway to arrange a display for GI-tagged products.
    - **GI Store:** India's very first geographical indication store of the Cashew Export Promotion Council of India (CEPCI) was launched in 2019, at the departure terminal of Goa. Gol is planning to open GI stores in other airports as well.
    - **Inclusion in Trade Policy:** India's Foreign Trade Policy (FTP) 2021-2026, which targets to achieve the exports value to USD 1.0 trillion by 2025, has recognised GI-tagged Agri commodities as one of the growth drivers in the draft export policy which will help to gain competitive advantage in buyer driven global markets.
    - **Online Store:** Starting of India's first exclusive and largest online store of GI-tagged products, is also an important effort to help GI products get visibility.

**Suggestions to Expand Production Level and link Rural based GI products to Market:**

- **Raising Awareness:** There is a need to prepare a strategy to raise awareness about various GI products as well as the difference between GI and Non GI products among the farmers, consumers and other stakeholders.
- **Long Term Policy:** India, especially the Central Government, needs to come out with some long-term policy to provide Indian GI products an assured domestic as well as international market.
- **Creating Infrastructure:** Efforts must be taken for creating required infrastructure such as custom clearance facilities and laboratory testing facilities to harness and boost export potential of GI products.
- **Negotiation with Countries:** India needs to start negotiating with other countries proactively to make their markets accessible for India's GI products.

**Conclusion:** GIs backed up by solid business management can bring a competitive advantage, more added value to a product, increased export opportunities, and a strengthened brand of produce. Hence, active engagement at the multistakeholder level is the need of the hour.

Q1. Which of the following are associated with the regulation of Geographical Indications?

1. Paris Convention
2. World Bank's TRIPS
3. Geographical Indications of Goods (Registration and Protection) Act, 1999

Select the correct answer using the codes given below:

- (a) 1 and 3 only
- (b) 2 and 3 only
- (c) 1, 2 and 3
- (d) 3 only

**Answer: (a)**

**Explanation:**

**Statement 1 is correct:** GIs are covered as a component of intellectual property rights (IPRs) under the Paris Convention for the Protection of Industrial Property.

**Statement 2 is incorrect:** At the International level, GI is governed by the World Trade Organisation's (WTO's) Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).

**Statement 3 is correct:** In India, Geographical Indications registration is administered by the Geographical Indications of Goods (Registration and Protection) Act, 1999 which came into force with effect from September 2003.

Q2. Geographical Indications can have a huge impact on rural development. Discuss.

**(10 Marks, 150 Words)**

## 2. Capacity building of PSUs

**Context:** With the rapid advancement in technology and skills, the capacity building of Public Sector Undertakings (PSUs) is becoming critical for better optimization of national resources.

**About PSUs:** PSUs are companies that are owned by the government either fully or through a majority stake. They can be Central PSUs under the Union Government or State PSUs under the state government.

### Mains Paper

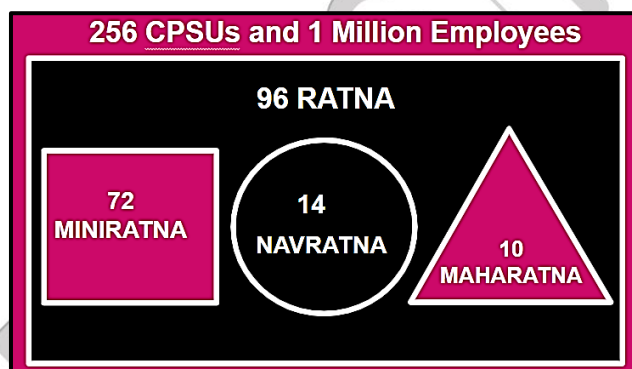
#### General Studies 2 Syllabus:

- Issues relating to development and management of Social Sector/Services relating to Health, Education, Human Resources

#### General Studies 3 Syllabus:

- Indian Economy and issues relating to planning, mobilization of resources, growth, development and employment.

**Facts about the CPSUs:** There are currently 256 operational central public sector undertakings in India. These organisations made a profit of 93,294 crore rupees in 2019-2020.



### Role of Public Sector Enterprises:

- They were envisaged as **agents of socio-economic growth and change, creators of formal and informal economic opportunities**
- They also provide **social benefits through CSR activities** by helping in the mitigation of poverty, fulfilling the health and education needs of the underprivileged sections of society.
- They make a **substantial contribution to the growth** of the Indian Economy and critical infrastructure.

### Need of an Integrated Training and Capacity Building programme in CPSUs:

- Many Navratna companies have state of the art training facilities for their core competence. However, **there is no institutionalised system of collaboration between these training institutes** and each one caters mainly to its own employees using in-house resources and some select outside resource persons.
- Apart from Navratna companies, **not all PSU's have a robust training and capacity building infrastructure.**
- Distribution of training infrastructure in silos lead to under-utilisation of resources and duplication of efforts which leads to wastage of resources and efforts.



**Creating an Institutionalised Model Integrated Capacity-Building Programme for PSUs:**

- A collaborative infrastructure can be built where distinct institutes complement each other's training capabilities in terms of their core competencies and also the general (managerial) areas of training.
- **Cross-Sectoral Collaboration:** For the best optimisation of resources, this scheme could be extended to training institutes across various sectors. Common training areas could be identified and executives of one PSU could benefit from training/other inputs from another PSU's training institute.
- **Mapping of core competencies of existing training facilities:** To create the shared infrastructure, the core competencies of all the training facilities of the PSUs could be mapped first and then can be modalities developed for strengthening it.
- **Single facility for One Competency:** Different institutes could be identified to further enhance a 'specific' competency. This could be done in a manner, so as to avoid duplication of process and create a specialisation in a particular field by the identified institute.
  - **Resource Sharing:** Next step can be resource sharing between institutes, which could be in terms of experts/faculty, infrastructure, R&D, etc.
- **Common Curriculum for training:** Common programmes could be designed for personnel of different PSUs which would also result in an exchange of ideas and sharing of best practises.
- **Centre of Excellence:** Two or more training institutes when collaborated could be designated as 'Centres of Excellence (CoEs).
- **Geographical Clusters:**
  - Geographical clusters could be identified where, in a single location, several training institutes from separate fields are located.
  - These could be made CoEs wherein institutionalised mechanisms are developed for sharing resource people, experts, R & D, and even the physical infrastructure.
  - Gradually, a **pool of master trainers** could also be built by these 'Centres of Excellence' who could further impart training at various locations.
  - In these Centres, apart from utilising each other's core competency areas, the general areas of training like modules on Management, Preventive Vigilance, and Leadership could be designed and conducted collaboratively.
  - This will prevent duplication of the process and also create uniform modules across institutes and standardise the training process.
- **Thematic Clusters:** There may be different institutes offering similar core competencies. Tie-ups between such centres could help create **Thematic Centres of Excellence**.
  - For this, institutes offering similar core competencies in the same specialised field could be brought together to share R&D and Training techniques.
- **Imparting Public Service Values:** Training programmes need to give equal importance to inculcate the awareness and the understanding that how work and values of organisations such as **adherence to Rule of Law, transparency, and efficiency contribute towards the larger objectives of an inclusive, just, and equitable society**.

**Advantages of an Integrated Capacity-Building Infrastructure:**

- It will optimise resource utilisation and have threefold benefits of-
  - Avoiding duplication of process
  - Standardising training
  - Creating specialisation
- A successful collaboration between individual training facilities owned by distinct PSUs will create cross-synergization between them.
- It will also develop a vibrant pool of common and shareable resources.
- It will also be in line with the '**National Programme for Civil Services Capacity Building (NPCSCB)**' being implemented by the Department of Personnel and Training.
- It is expected to foster a culture of efficiency, competitiveness, integrity, and Probity and also curb administrative malpractices.

**Conclusion:** In modern times, PSUs are expected to perform on a competitive basis with prudent management, quality decision-making while ensuring accountability, efficiency, and transparency. To achieve this goal, an integrated world class training infrastructure can play a huge role.

Q1. Which of the following statements is/are correct?

1. Central public sector undertakings made a loss of 93,294 crore rupees in 2019-2020.
2. There is no single integrated institutionalised programme for capacity building of Public sector undertakings as of now.

Choose the correct answer using the codes given below:

- (a) 1 only
- (b) 2 only
- (c) Both 1 and 2
- (d) Neither 1 nor 2

**Answer: (b)**

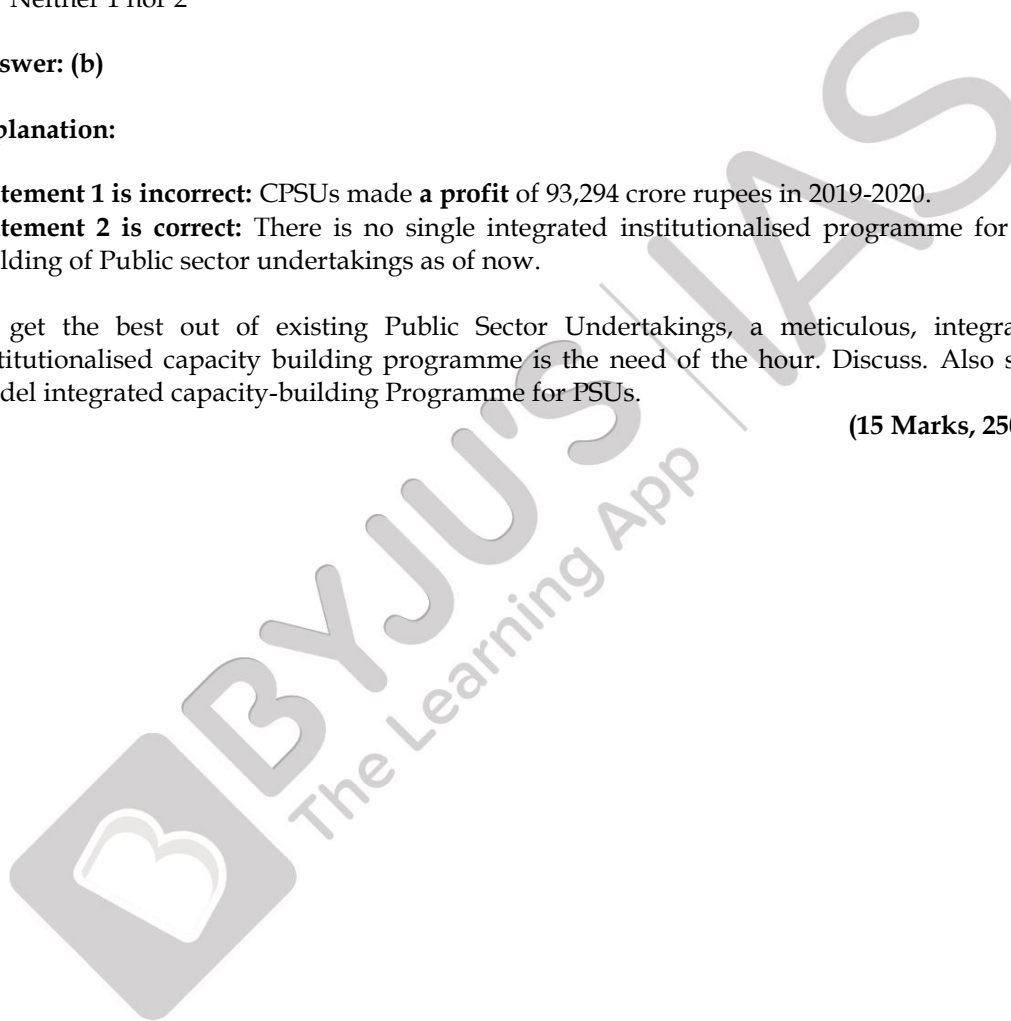
**Explanation:**

**Statement 1 is incorrect:** CPSUs made a **profit** of 93,294 crore rupees in 2019-2020.

**Statement 2 is correct:** There is no single integrated institutionalised programme for capacity building of Public sector undertakings as of now.

Q2. To get the best out of existing Public Sector Undertakings, a meticulous, integrated and institutionalised capacity building programme is the need of the hour. Discuss. Also suggest a model integrated capacity-building Programme for PSUs.

**(15 Marks, 250 Words)**





### 3. Recharging Economy

**Context:** The current crisis caused due to the coronavirus pandemic has negatively affected the economy of most countries of the world including India, hence recharging the economy to regain growth and development is imperative.

#### Mains Paper

##### General Studies 2 Syllabus:

- Government policies and interventions for development in various sectors and issues arising out of their design and implementation

##### General Studies 3 Syllabus:

- Indian Economy and issues relating to planning, mobilization of resources, growth, development and employment.

#### Status of Economies during Covid:

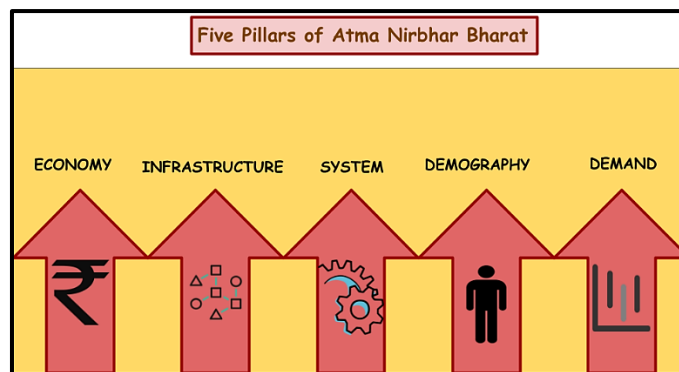
- Many countries **imposed prolonged lockdown policies** considering the scale of damage it may cause to society.
- Various important segments contributing significantly towards the sustenance and growth of the economy were getting affected and were failing to make any progress in terms of business or revenue.
- Overall, the economies were **falling into a dismaying state, especially the MSMEs**, as they were most vulnerable to such a slowdown.

#### Status of India Economy:

- The **majorly hit sectors of the Indian economy** included **local manufacturing units, recreation, real estate, education, hospitality, logistics, aviation**, etc.
- The **MSME sector was the worst affected** by the restricted business activity in terms of import-export, transport, supply chains, ultimately leading to negligible or very low industrial and retail consumption.
- The Indian MSME sector is one of the major contributors to the Gross Domestic Product (GDP) of the country, as it **shares more than a quarter of GDP contribution through service-related activities** and **more than one-third GDP contribution from manufacturing activities**.

**Relief Package for Recharging of Economy:** On 12th May 2020, the Government of India came out with a comprehensive all-inclusive stimulus package called, '**Atmanirbhar Bharat Abhiyan**'.

- This package containing special economic provisions was aimed to provide assistance up to Rs 20 lakh crore for various segments of the society including laborers, cottage industry, middle class, MSMEs, and others.
- The relief was almost equivalent to 10% of India's Gross Domestic Product.
- This included driving focus towards local production and pushing the nation towards self-sustenance and uplifting the country's global economic positioning.
- ABA was a phase-wise program focussing on five pillars as mentioned below:



**Specific Focus Areas under the Package:**

- **Support to MSMEs:** Since the sector required additional financing to meet their operational demands like paying off existing loans, buying raw material, and restarting business activities, the package provided that much-needed support by providing Rs 3 lakh crore worth liquidity.
- **Support to non-banking and other financial institutes:** The package made sure that the funding agencies had enough liquidity to create required confidence in the system. Hence, the government invested in the debt instruments of such funding bodies in the primary and secondary markets.
- **Tax-related Measures:** A reduction of up to a quarter in the existing rates of TDS (Tax Deducted at Source) disposable funds up to Rs 50,000 crore.
- **Support to Migrants, Farmers, and Poors:** The state governments, under the package, were directed to utilize funds under the State Disaster Response Fund (SDRF) along with the Central government’s contribution for providing food, shelter, and water to the migrants.
- **Reforms related to the Ease of Doing Business:** Simplification of taxation norms, making the registration of property easy, faster resolution of commercial disputes, etc.

**Conclusion:** Various reforms are being implemented in the wake of the current pandemic to address the distress caused in the economy and business.

Q1. With reference to the Atma Nirbhar Bharat Abhiyaan package, consider the following statements:

1. The economic stimulus given in the package was almost equivalent to one tenth of India’s GDP.
2. The relief was focussed towards farmers, poor and migrant labourers only.

Select the correct answer using the codes given below:

- (a) 1 only
- (b) 2 only
- (c) Both 1 and 2
- (d) Neither 1 nor 2

**Answer: (a)**

**Explanation:**

**Statement 1 is correct:** The relief was almost equivalent to 10% of India’s Gross Domestic Product.

**Statement 2 is incorrect:** This package containing special economic provisions was aimed to provide assistance up to Rs 20 lakh crore for various segments of the society including laborers, cottage industry, middle class, MSMEs, and others.

Q2. The pandemic caused various side effects for the Indian economy. In the light of the given statement, discuss how the Atma Nirbhar Bharat Abhiyaan package relief could help in recharging the economy.

(15 Marks, 250 Words)

#### 4. Sports In India: Rural India, Women participation and Health and Fitness

**Context:** Recently in the Tokyo Olympics India's unprecedented performance has again put focus on the role and potential of Rural India and India Women as a talent powerhouse in the sports arena.

**Details:**

- **Many firsts were created for India in the recent Tokyo olympics -**
  - India bagged its highest ever medals (7)
  - Neeraj Chopra brought India its first gold in athletics in men's javelin.
  - India won a medal in hockey after 41 years by winning a bronze medal.
  - Meera Bai Chanu with her silver medal gave India's first-ever opening day medal at the Olympics.
  - Ravi Dahiya, Bajrang Punia, and Lovlina Borgohain wrestled and boxed out to win a silver and two bronzes at the Tokyo Olympics.
- A closer look at the success story of the above athletes reveals the contribution of rural India, women and health and fitness in achieving the historic success at the Tokyo olympics.

**Rural India and Sports:**

- A common thread that binds above mentioned athletes is their rural background. It's a testimony to the fact that rural India has been a powerhouse of extraordinary talent.
- **Rural Sports:** Rural India is abundant with sports and games which are local and unique in each state.
- Our epics like Ramayana and Mahabharata are full of incidences of sports such as archery, wrestling, horse-riding, chariot- racing, etc.
- Many rural sports like Wrestling ( Malla-Yuddha), Malkhamb, Kalaripayattu still survive and are thriving in India.
- **Qila Raipur Sports Festival:** Known as **India's Rural Olympics**, it is an annual sporting event that promotes local rural sports of Punjab through competitions in the district of Ludhiana, Punjab. First held in 1933 it aims to bring together people and promote harmony through sports.
- In addition to the ancient Indian games, modern India has seen the rise of Indian players at the global level in several other professional sports predominantly played in the rural parts of the country - be it kabaddi, hockey, or archery.
- **Benefits of Sports and Games for Rural settings:**
  - keeping people fit
  - maintaining harmony
  - channelising the youth's energy in constructive areas
  - keeping Youth away from substance abuse.
  - Pulling the youth out of poverty.

**Women in Sports:**

- **Role Models:** PT Usha, Karnam Malleswari, Mary Kom, Saina Nehwal, Sakshi Malik and P.v Sindhu are household names today for their stellar performance at International level.
- **Stellar performance in Tokyo 2021:** In the recently concluded Tokyo Olympics, P.v. Sindhu, Saikhom Mirabai Chanu and Lovlina Borgohain made India proud by winning medals and have clearly shown the positive change that is taking place in our country. Saikhom Mirabai Chanu won the Silver medal on the very first day of the Tokyo Olympics 2020, P.V. Sindhu became the first Indian woman to win two Olympic medals.

**Mains Paper**

**General Studies 1**

**Syllabus:**

- Role of women and social empowerment

**General Studies 2**

**Syllabus:**

- Issues relating to development and management of Social Sector/Services relating to **Health, Education, Human Resources**

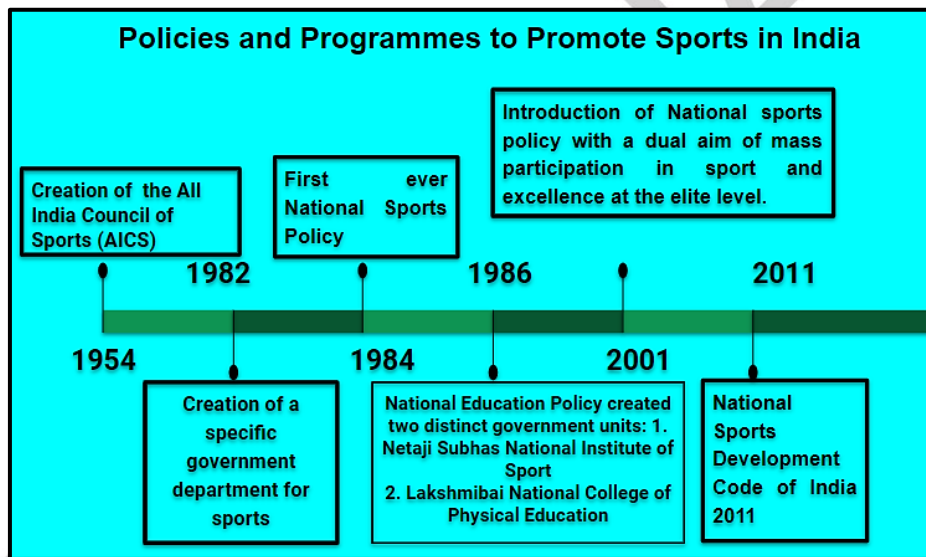
**General Studies 3**

**Syllabus:**

- Inclusive growth

- **Sports benefits to women:**
  - Challenging the stereotypes
  - Changing the attitude towards women
  - Enhancing confidence and self esteem of women
  - Sports helps women to break many barriers as usually talent and merit is the only requisite in sports
- **Challenges for Women in Sports**
  - **Socio-cultural issues:**
    - Gender roles and stereotypes of women in all societies prohibit participation.
    - **Diet issue:** Less family incomes in India constraint heavy expenditure on heavy diet required in sports.
  - **Access to Facilities and Safety Issues:** There is not enough sports infrastructure in the country and whatever is there has some sort of security issues.
  - **Lack of Systemic Interventions and Resources:** Majority of the women athletes who excel at international level have to rely on personal investment rather than government support at initial stages. This huge investment also restricts women participation.
  - **Lack of Awareness Among the Masses:** It is the single biggest hurdle in sports participation in the country especially for women.

**Policies and Programmes to Promote Sports:**



- **At present:** Ministry of Youth Affairs and Sports is running the following schemes to promote sports in the country, including rural, tribal and backward areas: -
  - Khelo India Scheme
  - TOPS
  - Assistance to National Sports Federations
  - Special Awards to Winners in International sports events
  - Pandit Deendayal Upadhyay National Sports Welfare Fund
  - National Sports Development Fund
  - Running Sports Training Centres through Sports Authority of India.

**Khelo India Scheme:**

- Aimed at mainstreaming sports as a tool for national, economic, community, and individual development, the Khelo India scheme was launched in 2018 with 12 verticals.
- The verticals of this scheme caters to rural India and Women specially.



**Figure: Khelo India Scheme verticals**  
 Source: [kheloindia.gov.in/about](https://kheloindia.gov.in/about)

**TOPS:**

- The Government of India (GOI) started a targeted scheme to achieve top results in the Olympic Games.
- The **Target Olympic Podium Scheme** or TOPS was launched in 2014.
- Under this scheme GOI provides financial assistance and other help to athletes in their pursuit of medals in the Olympics and other international sporting events.
- All the Indian Tokyo Olympic athletes including the paralympians were covered under the TOPS scheme.

**Importance of Health and Fitness Sports:** Sports success is a mirror of a nation's health, nutrition and fitness.

- Dominance of wealthy western countries and the rise of China can be easily traced simultaneously both in Sports and Human Development Index.
- That is why multiple policy initiatives introduced for training and development of youth in recent years have focused on their all-round development with a special emphasis on sports, health and well-being.
- Recent Initiatives that will help create a healthy and sports savvy society are as follows:
  - **Fit India Movement:** It was launched on 29th August, 2019, with a view to make fitness an integral part of our daily lives.
  - **Swachh Bharat Mission:** It is contributing a lot by eradicating hygiene related early life diseases that impact the child's health and affect proper development.
  - **Poshan Abhiyan:** It is helping the general poor population to get nutritious food especially women and children.
  - **Eat right Campaign** focuses on reducing diet related malpractices which give birth to non communicable diseases.



**Way Forward:**

- Focussing on sports where Indians have a comparative advantage eg. traditional sports.
- Starting a campaign named One State One Sport, wherein each state government will identify a major sport in which it has a competitive advantage.
- Creating accessible and safe infrastructure for women.
- Focusing on all round health and development of the population which can improve the condition of Sports also.

Q1. Which of the following initiatives and schemes can help improve sports in India?

1. Swachh Bharat Mission
2. Fit india
3. Poshan Abhiyan
4. Target Olympic Podium Scheme
5. Promotion of rural and Indigenous games under Khelo India.

Select the correct answer using the codes given below:

- (a) 1, 2, 3 only
- (b) 4 and 5 only
- (c) 2, 3 and 4 only
- (d) 1, 2, 3, 4 and 5

**Answer: (d)**

**Explanation:**

**Options 1, 2, and 3 are correct:** These schemes improve health and indirectly contribute to sports and games.

**Option 4 and 5 are correct:** They are started to directly improve sports outcomes in the country.

Q2. India is seeing a rapid improvement in sports outcomes majorly because of rural talent, women participation and improvement in health and fitness of youth. Discuss.

**(15 Marks, 250 Words)**

**5. Growth of Indian Tourism Sector**

**Context:** The tourism sector is the fastest growing and largest industry in terms of its economic benefits and socio-economic impacts and enabling equity.

**About the Tourism Sector in India:**

- It contributes about **5 percent to GDP**.
- It creates direct and sustainable employment.
  - **1 out of 10 jobs** created in India are from the tourism sector.
  - The scope and range of employment in the tourism sector is multi-faceted in nature, as it provides opportunities to all categories/ages including young and old; educated and uneducated; male and female without any discrimination,
- Further, it generates foreign exchange earnings through enhancing exports.
- Overall, the impact of the tourism sector is multi-dimensional, as all the producing sectors are interconnected and interdependent.
- **Scope of Tourism in India:**
  - India enjoys respect globally, with its distinctive feature of '**richest culture and diverse heritage**'.
  - India's glorious traditions and rich cultural heritage laid the foundation of the Indian tourism sector.
  - India has been considered as the '**Tourist Paradise**' because of its flora and fauna, architectural monuments, music, painting, art and crafts, dances, different cultures and languages, customs/traditions, and varied festivals - which no other country in the world can boast of.

**Mains Paper**

**General Studies 1 Syllabus:**

- Indian culture covers the salient features of Literature, Art Forms, and Architecture from ancient to modern times.

**General Studies 2 Syllabus:**

- Government policies and interventions for development in various sectors and issues arising out of their design and implementation

**General Studies 3 Syllabus:**

- Indian Economy and issues relating to planning, mobilization of resources, growth, development and employment.
- Inclusive growth and issues arising from it.

**Importance of Tourism sector:**



## Growth Trends of Tourism Sector in India:

Year	Foreign Tourist Arrivals (FTAs) (in million)	Domestic Tourist Visits (in million)	Foreign Exchange Earnings (US\$ in million)
2009	5.17	668.80	11136
2010	5.78	747.70	14490
2011	6.31	864.53	17707
2012	6.58	1045.05	17971
2013	6.97	1142.53	18397
2014	7.68	1282.80	19700
2015	8.03	1431.97	21013
2016	8.80	1615.39	# 22923
2017	10.04	1657.55	# 27310
2018	10.56	1853.79	# 28586
2019	10.93	2321.98	# 30058
2020	2.74	610.22	# 6958

Figure: Trends and Growth Analysis of Tourism Sector

Source: Kurukshetra

### SWAN Analysis for the Tourism Sector in India:

- **Strengths:**
  - Both Central and State governments have designed a variety of tourism schemes to promote the sector.
  - Tourism destinations have a rich variety and diversity like nature, resorts, forests, agro-tourism, eco-tourism, heritage places, festivals, etc.
- **Weaknesses:**
  - Maintenance, hygiene, and cleanliness are still lingering challenges.
  - Safety and security aspects are a matter of concern for many tourist spots.
- **Achievements:**
  - Tremendous progress has been achieved in attracting and promoting tourism which has increased the income and employment of local people.
  - Schemes like PRASAD, Swadesh Darshan, and Niche Tourism are doing well for the sector.
- **Next Steps:**
  - Designing 'Tourism as an experience' rather than a service.
  - Marketing, strengthening, and branding of tourism places under PPP (Public-private partnership) model.

### Government Initiatives and Boosting the Tourism Sector:

- **Swadesh Darshan:**
  - Swadesh Darshan Scheme is a Central Sector scheme launched by the Ministry of Tourism, Government of India for the integrated development of theme-based tourist circuits.
  - The scheme aims to promote, develop and harness the potential of tourism in India.
- **PRASAD:**
  - Under the Ministry of Tourism, the Government of India launched the PRASAD Scheme in the year 2014-2015.
  - The full form of the PRASAD Scheme is Pilgrimage Rejuvenation And Spirituality Augmentation Drive.
  - The focus of the Pilgrimage Rejuvenation And Spirituality Augmentation Drive- PRASAD is on the development and beautification of the identified pilgrimage destinations under the HRIDAY Scheme.

**The HRIDAY scheme** called **National Heritage City Development and Augmentation Yojana** was launched by the Ministry of Housing and Urban Affairs on 21st January 2015. This scheme was introduced to preserve and revitalize the rich cultural heritage of the country. The HRIDAY scheme aims at the conservation of heritage, urban planning, and increasing the economic growth of heritage cities. The National Heritage City Development and Augmentation Yojana emphasize accessibility, security, safety, livelihood, cleanliness, and faster service delivery in the heritage cities.

- **Sustainable Tourism:** The concept of sustainable tourism has been initiated to reduce the environmental and socio-cultural impact of tourism.

**Way Forward:**

- **Revamp Tourism Policy:** There is a need to reformulate and re-energise the tourism policy keeping in view the conditions surrounding the covid-19.
- **Strengthen Core Infrastructure:** There is an urgent need to strengthen the core infrastructure like railways, roadways and airways and boost interconnectivity.
- **Promote Safety and Security:** Safety and security aspects must be amped up to instil confidence and remove fear from the mind of tourists.

**Conclusion:** Tourism sector can be a potent tool to re-energise and reinvigorate the Indian economy, hence a coordinated and comprehensive strategy is the need of the hour.

Q1. Consider the following statements with reference to the tourism sector in India:

1. At present, the tourism sector roughly contributes 15% to India's GDP.
2. Almost 10% of jobs created in India are contributed by the tourism sector.

Which of the above statements is/are correct?

- (a) 1 only
- (b) 2 only
- (c) Both 1 and 2
- (d) Neither 1 nor 2

**Answer: (b)**

**Explanation:**

**Statement 1 is incorrect:** It contributes about 5 percent to the country's GDP.

**Statement 2 is correct:** It creates direct and sustainable employment. **1 out of 10 jobs created in India are from the tourism sector.**

Q2. Tourism sector has the potential to transform India's economy. In the light of the given statement, discuss the scope, importance and SWAN analysis of the tourism sector in India.

**(15 Marks, 250 Words)**

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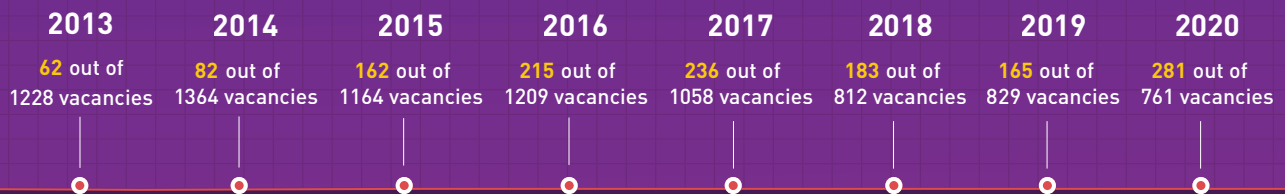


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