

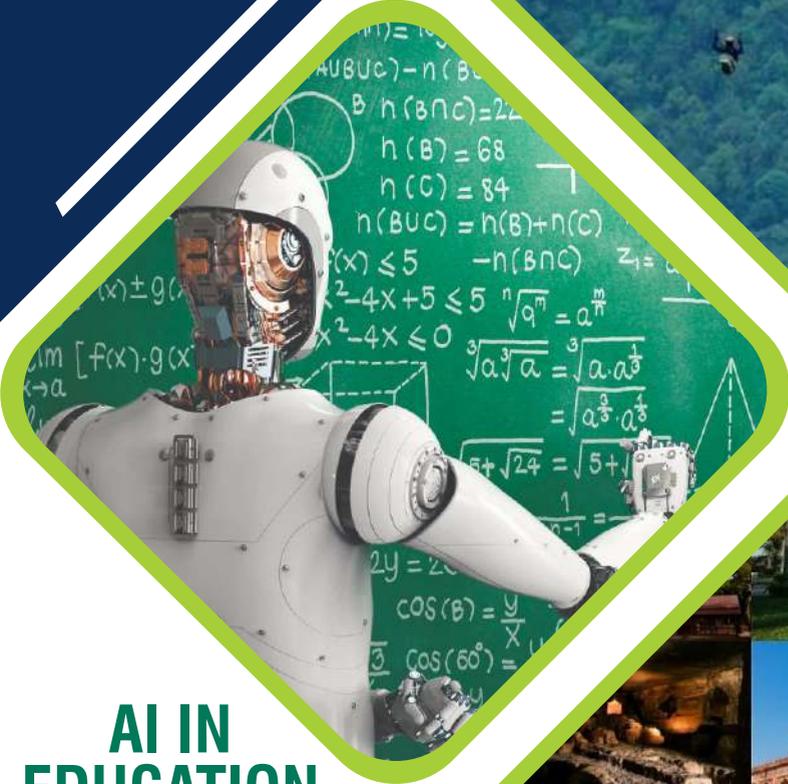


**APTI PLUS**

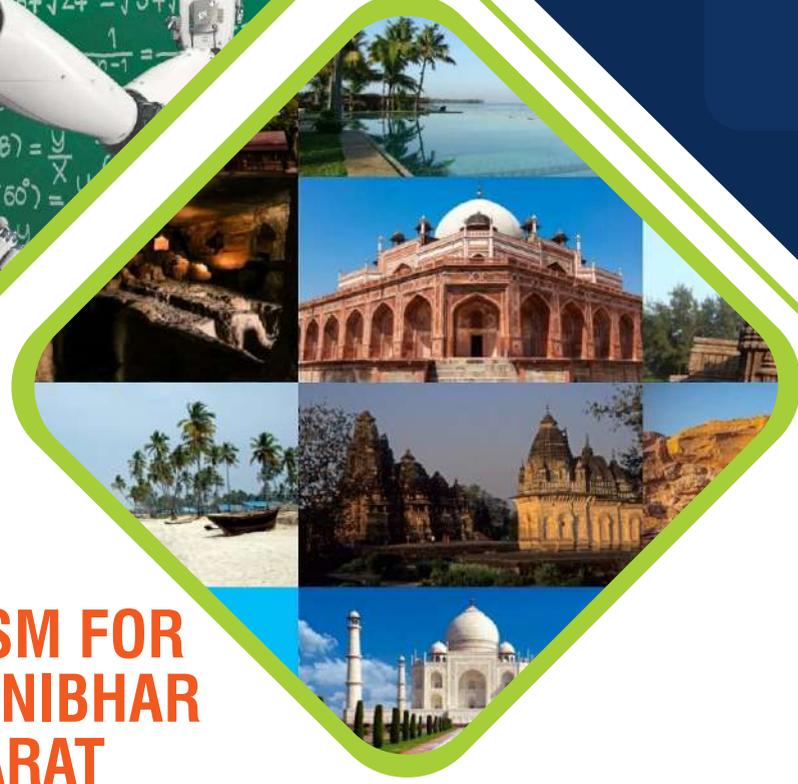
Academy for Civil Services Pvt. Ltd.



**NATIONAL  
AIR SPORTS  
POLICY**



**AI IN  
EDUCATION**



**TOURISM FOR  
AATMA NIBHAR  
BHARAT**

**PIB, YOJANA, KURUKSHETRA  
COMPILATION**

**JUNE 2022**



**IAS GYAN**  
PREDICT THE UNPREDICTABLE

# PIB

## Table of Content

### General studies - II

- 14th BRICS Summit
- National Air Sports Policy
- Performance Grading Index for Districts
- Dak Karmayogi: E-Learning Platform
- Draft National Data Governance Framework Policy
- SHRESHTA Scheme
- National Strategy for Sustainable Tourism and Responsible Traveller campaign
- Take Home Ration: Good Practices

### General studies - III

- NITI Aayog Report on India's Gig and Platform Economy
- Cabinet approves Auction of IMT/5G Spectrum
- Biotech Startup Expo- 2022
- Indian Railway Innovation Policy
- Computerization of Primary Agriculture Credit Societies
- Coalition for Disaster Resilient Infrastructure
- Geospatial Self Certification Portal
- 12th Ministerial Conference of the WTO
  
- News in Brief
- Bilateral Agreements and Summits
- Military Exercises in News

APTI PLUS

HEARTIEST  
*congratulations*

OUR IAS 2021 TOPPERS



**PREETAM KUMAR**  
AIR 9



**BHAVISHYA**  
AIR 29



**SHUBHAM SHUKLA**  
AIR 43



**ANJALI SHROTRIYA**  
AIR 44



**ABHIJIT RAY**  
AIR 50



**DEEPESH KUMARI**  
AIR 93

ADMISSIONS OPEN FOR

**UPSC & WBCS**  
2023

- Best Faculty Members from Delhi
- Prelims and Mains Mock Tests (Hybrid)
- Answer Writing Programme with Self Assessment
- Ex-Bureaucrats for Interview Guidance

## GENERAL STUDIES - II

### 01 14TH BRICS SUMMIT

#### Context

- Recently the 14th BRICS Summit which was held virtually came up with the **Beijing Declaration**.

#### About BRICS

- The BRICS (Brazil-Russia-India-China-South Africa) brings together five of the largest developing countries.
- The multilateral grouping represents:
  - 41 per cent of the global population
  - 24 percent of the global GDP
  - 16 percent of the global trade



#### Agenda of Summit

- The summit had a discussion on the ongoing Ukraine crisis and issue of humanitarian crisis
- High-level dialogue on global development with guest countries
- Reform of the **multilateral system**
- Combating the COVID-19 pandemic and global economic recovery
- Discussion on Intra-BRICS cooperation in areas such as **counter-terrorism, trade, health, traditional medicine, environment, science and technology, and innovation, agriculture, technical and vocational education and training, and MSMEs**
- The summit is significant amid the lingering border row between India and China in eastern Ladakh.



#### Significance of BRICS summit

- The BRICS has become a platform for discussing and deliberating on issues of common concern for all developing countries, adding the grouping has regularly called for reform of the multilateral system to make it more representative and inclusive.

### 02 NATIONAL AIR SPORTS POLICY

#### Context

- The Ministry of Civil Aviation has recently released a draft National Air Sports Policy.
- The policy will require entities providing these services and their equipment to be registered, as well as be liable for penalties.

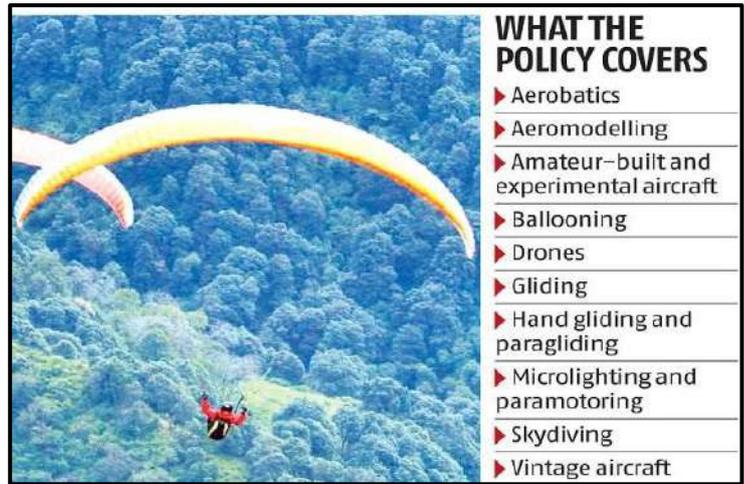
#### Key Objectives of NASP 2022

- Promote an air sports culture in the country
- Enable adoption of international good practices in safety including but not limited to, **air sports infrastructure, equipment, operations, maintenance and training**
- Develop a simple, stakeholder-friendly and effective governance structure
- Enhance participation and success of Indian sportspersons in global air sports events; and

- Promote design, development and manufacturing of **air sports equipment in India in line with the Atmanirbhar Bharat Abhiyan.**

### Aim of the draft policy

- The draft policy also aims to **promote domestic design, development and manufacturing of air sports equipment** under the Atmanirbhar Bharat Abhiyan.
- It will waive import duty on equipment for a few years; as well as request the GST Council to consider rationalizing the GST rate on **air sports equipment to 5% or less.**
- Schools and colleges will be encouraged to include air sports in their curriculum and their students will have the opportunity to participate in the FAI's international competitions.



### Safety standards

- Each air sports association will lay down its safety standards for equipment, infrastructure, personnel and training, and specify the disciplinary actions to be taken in case of non-compliance. Inability to do so may lead to penal action by the ASFI.

### Registration requirement

- All persons and entities providing air sports services will be required to register as members of the respective air sports associations.
- Key equipment used will also have to be registered.
- It is proposed that popular air sports attractions in the country such as:
  - **Bir Billing in Himachal Pradesh**
  - **Gangtok in Sikkim**
  - **Hadapsar in Maharashtra**
  - **Vagamon in Kerala can be declared as a "control zone" for air sports in order to ensure the safety of other manned aircraft.**

### Two-tier governance structure

- The policy proposes a two-tier governance structure for air sports in the country, which will include an apex governing body called the Air Sports Federation of India (ASFI) and associations for each air sport.
- It will cover activities like aerobatics, aeromodelling, amateur-built and experimental aircraft, **ballooning, drones, gliding, hang gliding, paragliding, microlighting, paramotoring, skydiving, and vintage aircraft.**

### About ASFI

- The ASFI will be an autonomous body under the Ministry of Civil Aviation and will represent India at Fédération Aéronautique Internationale (FAI) and other global platforms related to air sports.
- It will provide governance over various aspects of air sports, including regulation, certification, competitions, awards and penalties.

## 03

## PERFORMANCE GRADING INDEX FOR DISTRICTS

**Context**

- Recently, the Department of School Education and Literacy (DoSE&L), Ministry of Education (MoE) has released the Performance Grading Index for Districts (PGI-D) for 2018-19 and 2019-20.
- The PGI-D assesses the performance of the school education system at the district level by creating an index for comprehensive analysis.

**Performance report**

- The Performance Grading Index for Districts (PGI-D) report graded 725 districts in 2018-19 and 733 districts in 2019-20 across the States and UTs.
- **Rajasthan's Sikar is the top performer, followed by Jhunjhunu and Jaipur.**
- The all-India report showed that 33 States and UTs have improved their PGI score in 2019-20 compared to the previous year with Andaman and Nicobar Islands, Punjab and Arunachal Pradesh have improved their score by more than 20%.
- Meanwhile, Rajasthan has also scored high in the states category, followed by Chandigarh, Karnataka and Jharkhand.
- Among the overall best-performing states and Union Territories in 2019-20 were Punjab, Chandigarh, Kerala, Andaman & Nicobar and Tamil Nadu.
- The top five achievers for 2018-19 were Chandigarh, Gujarat, Kerala, Delhi and Maharashtra.
- The only two states, namely Madhya Pradesh and Chhattisgarh have scored less than 2018-19.

**Categories**

- The PGI-D structure has a total weightage of 600 points, grouped under six categories – Outcomes, Effective Classroom Transaction, Infrastructure Facilities & Student's Entitlements, School Safety & Child Protection, Digital Learning and Governance Process.

**Grading system**

- The index organises districts in 10 grades, the highest achievable being 'Daksh' and the lowest 'Akanshi-3'.
- 'Daksh' districts are those that score more than 90 per cent overall or in a particular category, while 'Akanshi-3' gets up to 10 per cent.
- The in-between grades are 'Utkarsh' (81-90%), 'Ati Uttam' (71-80 %), 'Uttam' (61 to 70 %), 'Prachesta-1' (51 to 60 %), 'Prachesta-2' (41 to 50%), 'Prachesta-3' (31 to 40 %), 'Akanshi-1' (21 to 30 %) and 'Akanshi-2' (11 to 30 %).

## 04

## DAK KARMAYOGI: E-LEARNING PLATFORM

**Context**

- Recently, the Ministry of Communications has launched 'Dak Karmayogi, an e-learning portal of the Department of Posts.

**Background**

- This portal has been developed 'In-House' under the vision of 'Mission Karmayogi', which was conceptualized by Prime Minister with a view to bring efficiency in actions of all the employees of Government of India **and transforming efficiency of bureaucracy with 'Minimum Government' and 'Maximum Governance'.**

**About the portal**

- 'Dak Karmayogi' portal aims to enhance the competencies of about 4 lakh Gramin Dak Sevaks & Departmental employees.
- The Portal will enable the trainees to access the uniform standardised training content online or in blended campus mode to enable them to effectively deliver a number of G2C (Government to Citizen) services for enhanced customer satisfaction.

- The training videos and quizzes on the portal are also available in 12 Indian languages to help postal trainees to access training content in vernacular languages.

## 05 DRAFT NATIONAL DATA GOVERNANCE FRAMEWORK POLICY

### Context

- Recently, the draft plan on the National Data Governance Framework was released by the Ministry of Electronics & IT (MeitY).

### Objective of the Draft policy framework

- To improve the institutional framework for government data sharing.
- Promoting principles around **privacy and security**.
- Design and encourage the use of **anonymization tools**.
- Ensuring impartial access to non-personal data for both the public and private sectors.
- Used the data to improve citizens' experience and turn them into a **Digital Nagrik**.
- Promoting **Digital Governance**.
- Standardised data management and Security Standards across the Government data management ecosystem.
- Encourage Public digital platforms while ensuring the privacy, and safety of the users.
- To promote **transparency, accountability, and ownership in non-personal data and Datasets access**.
- The draft includes plans for setting up the **India Data Management Office (IDMO)** on the lines of the US Federal Data Management Office.



## 06 SHRESHTA SCHEME

### Context

- The Ministry of Social Justice and Empowerment has launched the **Scheme for Residential Education for Students in High schools in Targeted Areas (SHRESTHA)**
- The scheme 'SHRESHTA' was created with the goal of providing quality education and opportunity to students of SC Category.

### Objective

- The Scheme for Residential Education for Students in Targeted Areas (SHRESHTA) has been formulated with the objective to provide quality education and opportunities for even the poorest.
- Accordingly, the Department as a new initiative has introduced the scheme for providing quality education in top class private Residential Schools to the meritorious SC students who cannot afford the fee of such schools.
- Scheme for Residential Education for Students in High Schools in Targeted Areas (SHRESHTA) provides for high quality education for meritorious but poor SC students in CBSE-affiliated reputed residential schools across the country.
- The scheme will create a conducive atmosphere for the **'Scheduled Castes' socioeconomic advancement and overall growth**.

## Beneficiaries

- Government has targeted that every year around 3000 students belonging to SC category will be admitted to Class 9 and Class 11 under this system.
- The Ministry will cover the whole cost of their school fees and accommodation fees till they have completed their academics in class 12th.

## 07 NATIONAL STRATEGY FOR SUSTAINABLE TOURISM

### Context

- Recently, the Ministry of Tourism launched the **National Strategy for Sustainable Tourism and Responsible Traveller Campaign**.

### About the campaign

- The Ministry of Tourism, in partnership with United Environment Program (UNEP) and Responsible Tourism Society of India (RTSOI) organised the National Summit on Developing Sustainable & Responsible Tourist Destinations.

### Strategic pillars for Sustainable Tourism

The strategy document has identified the strategic pillars for the development of sustainable tourism which includes:

- **Promoting environmental sustainability**
- **Protecting biodiversity**
- **Promoting economic sustainability**
- **Promoting socio-cultural sustainability**
- **Scheme for certification of sustainable tourism**
- **IEC, and capacity building and governance**
- Sustainable and responsible tourism practices will be implemented in various projects and initiatives through **Swadesh Darshan 2.0**.

## 08 TAKE HOME RATION: GOOD PRACTICES

### Context

- NITI Aayog and World Food Program has launched a report titled 'Take Home Ration-Good Practices across the State/Union Territories'.

### About Take Home Ration

- To ensure basic nutrition, health, better work potential and productivity, the centre has launched several schemes. One such scheme is the Integrated Child Development Services (ICDS).
- Under ICDS, there is a **Supplementary Nutrition Programme (SNP)** component that aims to fill the gap in nutrition amongst children under six years of age as well as pregnant and lactating women.
- SNP is delivered through two modalities - **Hot-Cooked Meal at Anganwadi Centers and Take-Home Ration (THR)**.
- The THR module aims to provide supplementary food products to children aged 6 to 36 months and to pregnant and lactating women for use in their homes.

### About the report

- The report presents a set of good and innovative practices adopted in the implementation of the Take Home Ration value chain by the States and UTs.
- It appreciated the production, formulation, delivery, labelling, packaging, supervision, quality control, and changes in social and behavioural norms adopted by the **Government by JAN BHAGIDARI**.
- Government of India provides Take Home Ration under the Supplementary Nutrition component of the Integrated Child Development Services (ICDS) to fill the gap in nutrition among children as well as pregnant and lactating women (PLW).

## GENERAL STUDIES - III

01

### NITI AAYOG REPORT ON INDIA'S GIG AND PLATFORM ECONOMY

#### Context

- Recently, the NITI Aayog has released a latest report titled "India's Booming Gig and Platform Economy," the country's gig workforce will grow to 2.35 crore by 2029–30 from 77 lakh in 2020–21.
- According to the paper, **by 2029–2030, gig workers will account for 4.1% of all income in India, or 6.7% of the non-agricultural workforce.**

#### Finding of NITI Aayog

- According to the NITI Aayog research, there were 68 lakh gig workers in 2019–20, accounting for 2.4% of India's non-farm employment or 1.3% of all workers, using both main and subsidiary status.
- In 2020–21, 2.6% of the non-agricultural workforce or 1.5% of the entire workforce in India, were reportedly employed in the gig economy.
- According to the analysis, the employment elasticity of gig workers to GDP growth was consistently higher than the general employment elasticity from 2011–12 to 2019–20.

#### Industry wise contribution

- According to the survey, the retail and sales industry employed over 26.6 lakh gig workers, and the transportation industry employed nearly 13 lakhs.
- The industrial sector employed about 6.2 lakh people, and the financial and insurance sectors employed another 6.3 lakh.
- According to the analysis, gig work requiring different abilities will likely develop but the dominance of medium skills will likely last until 2030.
- The report pointed out that there is an emerging positive trend that suggests women are more likely to take up platform jobs after their education and marriage.

#### Expanding social security benefits

- The research by NITI Aayog suggests expanding **social security benefits for these workers and their families.**
- Gig workers often have low to moderate levels of education and seek a flexible work schedule. Their principal source of income is not from gig labour, and they frequently hold another regular employment in addition to it.

#### Demographic dividend

- India is the next frontier for **Gig and Platform Economy revolution** because of its demographic dividend, which includes a population that is the youngest in the world and a half-billion-strong labour force, expanding urbanisation, widespread adoption of smartphones and related technology, and rapid urbanisation.
- Platform and non-platform workers are the two primary categories of gig workers.
- Platform employees are individuals whose job is based on digital or online software platforms, whereas non-platform gig workers often get a casual salary and work either full- or part-time.

#### Growing gigs

Construction, manufacturing, retail, transportation and logistics sectors may create around 70 million 'gigable' jobs within 8-10 years.

No. of gig jobs projected (in mn)

Gig workers may service 23.5 million jobs in three to four years

Type of gig roles



Source: Unlocking the Potential of Gig Economy in India Report

#### Projected Gross Volume of the Gig Economy

The Gig Economy is projected to grow to **\$455 B by year-end 2023** in Gross Volume Transactions.



## Workforce participation as per skill

- Currently, medium skilled occupations make up **approximately 47% of gig labour**.
- **High skilled jobs make up about 22%**
- **Low skilled jobs make up about 31%**
- By 2029-30, gig workers are expected to form 6.7% of the non-agricultural workforce or 4.1% of the total livelihood workforce in India.

02

## CABINET APPROVES AUCTION OF IMT/5G SPECTRUM

### Context

- Recently, the Union Cabinet has approved a proposal by the Department of Telecommunications (DoT) to conduct a 5G spectrum auction.
- The spectrum will be assigned to the successful bidders for providing 5G services to public and enterprises.

### More about auction process

- The Cabinet has approved 5G auctions at reserve prices **recommended by the sector regulator, Telecom Regulatory Authority of India (TRAI)**.
- TRAI had earlier recommended about a **39% reduction in the reserve or floor price for the sale of 5G spectrum for mobile services**.
- A total of 72097.85 MHz of spectrum with a validity period of 20 years will be put to auction to be held by the end of July 2022.
- The auction will be held for spectrum in various Low (600 MHz, 700 MHz, 800 MHz, 900 MHz, 1800 MHz, 2100 MHz, 2300 MHz), Mid (3300 MHz) and High (26 GHz) frequency bands.
- The auction will be held for spectrum in various low, medium and high frequency bands.

### Duration and charges

- Spectrum acquired through this auction can be surrendered after a minimum period of ten years.
- Successful bidders will be allowed to make payment in 20 equal annual instalments, duly protecting the net present value (NPV) at the interest rate of 7.2%.
- There will be no Spectrum Usage Charges (SUC) for spectrum acquired in this auction.
- DoT has initiated the spectrum auction and Notice Inviting Applications (NIA) has been issued on 15 June 2022.

### High speed services

- It is expected that the spectrum will be utilized by telecom service providers to roll-out of 5G technology-based services capable of providing speed and capacities which would be about 10 times higher than the current 4G services.

### Private Captive Networks

- The Cabinet also decided to enable the development and setting up of Private Captive Networks to spur a new wave of innovations in Industry 4.0 applications such as **machine to machine communications, Internet of Things (IoT), Artificial Intelligence (AI) across automotive, health care, agriculture, energy and other sectors**.

The infographic features a dark blue background with a circuit-like pattern and the text '5G' in large, glowing letters. At the top left, there are logos for 'PIB' and '75 Azadi Ka Amrit Mahotsav'. The main title is 'AUCTIONING OF 5G SPECTRUM'. Below it, a blue box contains the text 'Cabinet approves auctioning of spectrum for providing 5G services'. A list of five points follows, each with a 5G icon and a progress bar:

- 72 GHz of spectrum to be auctioned
- Auction to be held by end of July, 2022
- Will provide spectrum for 20 years
- Transparent online auction process
- To lead to development of Telecom sector

A photograph of Prime Minister Narendra Modi in an orange vest is positioned on the right side of the infographic.

## 03 BIOTECH STARTUP EXPO- 2022

### Context

- The Prime Minister recently inaugurated the Biotech Startup Expo - 2022.
- The Theme for the **Biotech Startup Expo- 2022**: 'Biotech Startup Innovations: Towards Atma Nirbhar Bharat'.

### More about the Expo

- The expo is being organized by the **Department of Biotechnology and Biotechnology Industry Research Assistance Council (BIRAC)** to mark the completion of ten years of BIRAC.
- It will showcase applications of biotechnology in various fields including healthcare, agriculture, genomics, clean energy, biopharma, industrial biotechnology and waste-to-value.

### Aim

- The Biotech Startup Expo 2022 will provide a common platform to connect investors, entrepreneurs, scientists, researchers, industry leaders, manufacturers, bio-incubators, regulators and government officials.

## 04 INDIAN RAILWAY INNOVATION POLICY

### Context

- Recently, the Minister of Railways has launched the Indian Railway Innovation Policy- "StartUps for Railways".

### Aim of the policy

- The **Indian Railway Innovation Policy** aims to leverage innovative technologies developed by Indian Startups/MSMEs/Innovators/Entrepreneurs to improve operational efficiency and Safety of Indian Railways.
- This policy will bring scale and efficiency in the field of operation, maintenance and infrastructure creation through participation of a very large and untapped startup ecosystem.

### Salient feature of Policy

- Grant up to Rs. 1.5 Crore to innovators on equal sharing basis with provision of milestone-wise payment.
- Complete process from floating of problem statements to development of the prototype is online with a defined time line to make it transparent and objective.
- Trials of prototypes will be done in Railways. Enhanced funding will be provided to scale up deployment on successful performance of prototypes.
- Selection of Innovator/s will be done by a transparent and fair system which will be dealt through an online portal inaugurated today by the Minister of Railways.
- Developed Intellectual property rights (IPR) will remain with innovators only.
- De-centralization of complete product development process at divisional level to avoid delays.



05

## COMPUTERIZATION OF PRIMARY AGRICULTURE CREDIT SOCIETIES

### Context

- The Cabinet Committee on Economic Affairs chaired by Prime Minister has recently **approved computerization of Primary Agricultural Credit Societies (PACS)** with the aim of increasing efficiency of PACS, bringing transparency and accountability in their operations
- The project proposes computerization of about 63,000 functional PACS overall budget outlay of Rs 2516 crore

### Objectives

- Computerization of PACS, besides serving the purpose of financial inclusion and strengthening service delivery to farmers especially Small & Marginal Farmers (SMFs) will also become nodal service delivery point for various services and provision of inputs like fertilizers, seeds etc.
- The project will help in improving the outreach of the PACS as outlets for banking activities as well as non-Banking activities apart from improving digitalisation in rural areas.
- It will ensure speedy disposal of loans, lower transition cost, faster audit and reduction in imbalances in payments and accounting with the State Cooperative Banks and District Central Cooperative Banks.
- It will bring transparency, efficiency, enhance trustworthiness and help PACS to become nodal delivery service point at Panchayat level



### About Primary Agricultural Cooperative credit societies

- The Primary Agricultural Cooperative credit societies (PACS) constitute the lowest tier of the three-tier Short-term cooperative credit (STCC) in the country comprising approx.13 Cr. farmers as its members, which is crucial for the development of the rural economy.
- PACS account for 41 % (3.01 Cr. farmers) of the KCC loans given by all entities in the Country and 95 % of these KCC loans (2.95 Cr. farmers) through PACS are to the Small and Marginal farmers.
- The other two tiers viz. State Cooperative Banks (StCBs) and District Central Cooperative Banks (DCCBs) have already been automated by the NABARD and brought on Common Banking Software (CBS).

06

## COALITION FOR DISASTER RESILIENT INFRASTRUCTURE

### Context

- The Union Cabinet approved the categorization of the **Coalition for Disaster Resilient Infrastructure (CDRI)** as an 'International Organisation'.

### Background

- In August, 2019, the Cabinet had approved the setting up of CDRI with its Secretariat in New Delhi along with a support of Rs. 480 crores to CDRI.
- The support from Government of India serves as a corpus for CDRI to fund technical assistance and research projects on an ongoing basis, setting up the Secretariat office and covering recurring expenditures over a period of 5 years from 2019-20 to 2023-24.
- The CDRI was launched by the Hon'ble Prime Minister of India during the United Nations Climate Action Summit in September, 2019, at New York.

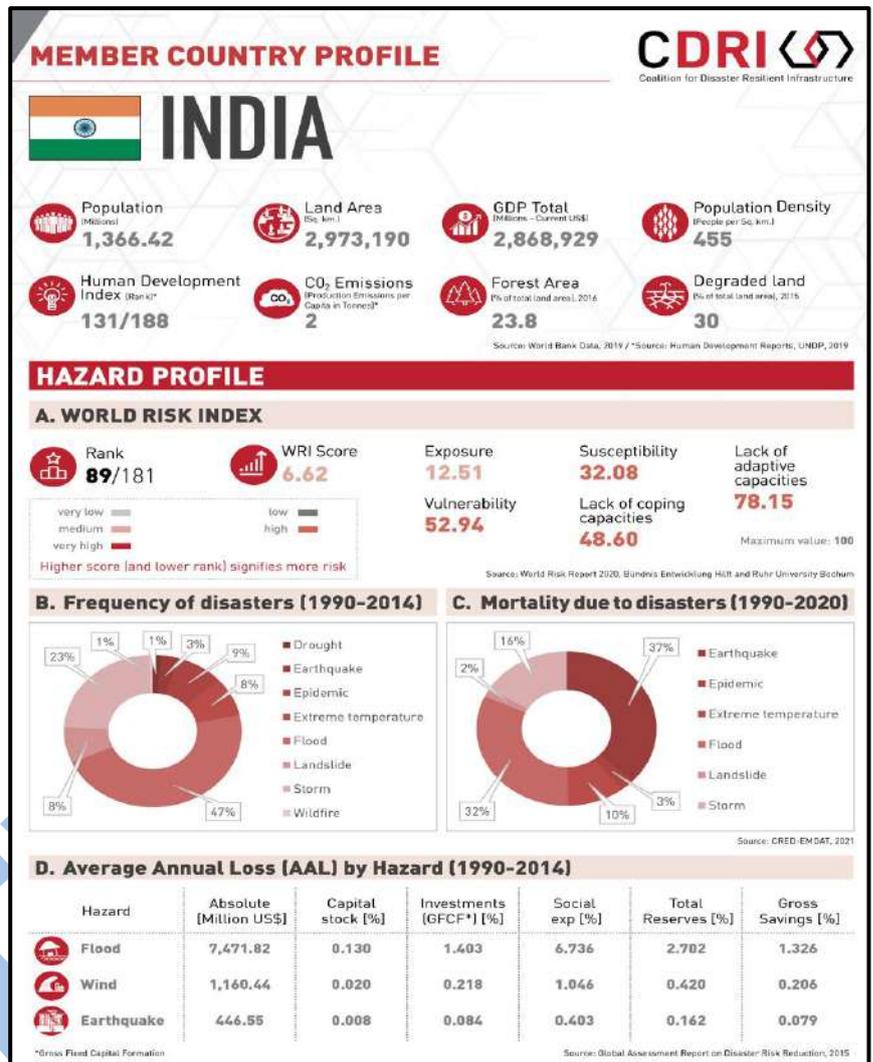
- It is the second major global initiative launched by the Government of India and is a demonstration of India's leadership role in climate change and disaster resilience matters, globally.

**About CDRI**

- Coalition for Disaster Resilient Infrastructure is a **global partnership of National Governments, UN agencies and programmes**, multilateral development banks and financing mechanisms, the private sector, academic and knowledge institutions that aims to promote the resilience of infrastructure systems to climate and disaster risks, thereby ensuring sustainable development.

**Significance of the Categorization**

- It will make technical expertise available to assist countries in developing resilient infrastructure in accordance with their disaster and climate risks and resources.
- It will help in deploying funds globally and receiving contributions from member countries for CDRI activities.
- It will use international engagement to foster disaster-resilient infrastructure at home and provide an opportunity for Indian scientific and technical institutions as well as infrastructure developers to interact with global experts.



**Immunity and privileges**

- The signing of the Headquarters Agreement (HQA) with CDRI for granting it the exemptions, immunities and privileges as contemplated under the United Nations (Privileges & Immunities) Act, 1947.

**07 GEOSPATIAL SELF CERTIFICATION PORTAL**

**Context**

- The Department of Science and Technology (DST) has launched the **Self Certification Portal for conveying adherence to provisions of Geospatial Guidelines by Individuals**, companies, organisations, and government agencies.

**Key features**

- One of the key developments brought in by the Guidelines was the replacement of process of prior approvals, security clearances, licences and other restrictions for the collection, generation, preparation, dissemination, storage, publication, updating and/or digitization of Geospatial Data and Maps within the territory of India with a Self-Certification Regime for conveying adherence to provisions of Geospatial Guidelines by Individuals, companies, organisations, and Government agencies.

- The transformative idea was realised by the Department of Science and Technology with the launch of the Self-Certification portal.
- As per the guidelines, there shall be no requirement for prior approval, security clearance, licence or any other restrictions on the collection, generation,



preparation, dissemination, storage, publication, updating and/or digitization of Geospatial Data and Maps within the territory of India.

- Using the Portal will essentially cut down time spent on obtaining clearances and approvals drastically for Geospatial companies, researchers, academia, and innovators for carrying out Geospatial related activities.

## 08 12TH MINISTERIAL CONFERENCE OF THE WTO

### Context

- Recently, the 12th Ministerial Conference of the World Trade Organisation (WTO) concluded.

### About WTO's Ministerial Conference

- The MC is at the very top of WTO's organisational chart.
- It meets once every two years and can take decisions on all matters under any multilateral trade agreement.
- Unlike other organisations, such as the **International Monetary Fund or World Bank**, WTO does not delegate power to a board of directors or an organisational chief.
- All decisions at the WTO are made collectively and through consensus among member countries at varied councils and committees.
- This year's conference took place in **Geneva, Switzerland**.



### Area of discussion

- The key areas of discussions were:
- WTO's response to the pandemic
- Fisheries subsidies negotiations
- Agriculture issues including Public Stockholding for Food security
- WTO Reforms and Moratorium on Custom Duties on Electronic Transmission.

## Debates around agriculture at the MC

- The agreements on the subject are of particular significance to India.
- Referring to its status as a significant contributor to the World Food Programme (WFP), India had earlier stated that it had never imposed export restrictions for procurement under the programme.
- Negotiators agreed that member countries would not impose export prohibitions or restrictions on foodstuffs purchased for humanitarian purposes of the WFP.
- The central premise of the agreements was to ensure availability, accessibility and affordability of food to those in need, especially in humanitarian emergencies.

## Fisheries related agreements

- India successfully managed to carve out an agreement on eliminating subsidies to those engaged in illegal, unreported and unregulated fishing.
- Overfishing refers to exploiting fishes at a pace faster than they could replenish themselves – currently standing at **34% as per the UN Food and Agriculture Organisation (FAO)**.
- Declining fish stocks threaten to worsen poverty and endanger communities that rely on aquatic creatures for their livelihood and food security.
- Further, the agreements hold that there would be no limitation on subsidies granted or maintained by developing or least-developed countries for fishing within their exclusive economic zones (EEZ).

## NEWS IN BRIEF

### Integration of eSanjeevani with Ayushman Bharat Digital Mission

- The National Health Authority (NHA) announces the successful integration of **eSanjeevani with its flagship scheme - Ayushman Bharat Digital Mission (ABDM)**.
- This integration allows the existing users of eSanjeevani, the telemedicine service of Ministry of Health and Family Welfare (MoHFW) to easily create their Ayushman Bharat Health Account (ABHA) and use it to link and manage their existing health records like prescriptions, lab reports, etc.
- The users would also be able to share their health records with doctors on eSanjeevani which will help in better clinical decision making and ensuring the continuum of care.

#### Variants of eSanjeevani

eSanjeevani service is available in two variants.

- The first one is eSanjeevani Ayushman Bharat-Health and Wellness Centre (AB-HWC) – the Doctor-to-Doctor telemedicine service through which the beneficiaries visiting a HWC can virtually connect to doctors/ specialists in the Hub that could be at tertiary healthcare facility/hospital/medical college. This enables the government to provide general and specialised health services in rural areas and isolated communities.
- The second variant, eSanjeevani OPD is serving patients across the country, connecting them directly to doctors from the comforts of their homes. Both versions – eSanjeevani AB-HWC and eSanjeevani OPD have been integrated with the ABDM platform.

### Indigenously-developed Laser-Guided ATGM

- Indigenously-developed Laser-Guided Anti-Tank Guided Missile (ATGM) was successfully test-fired from Main Battle Tank (MBT) Arjun by Defence Research and Development Organisation (DRDO) and Indian Army at KK Ranges with support of Armoured Corps Centre & School (ACC&S) Ahmednagar.
- The all-indigenous ATGM employs a tandem **High Explosive Anti-Tank (HEAT)** warhead to defeat Explosive Reactive Armour (ERA) protected armoured vehicles.
- The ATGM has been developed with multi-platform launch capability and is currently undergoing technical evaluation trials from the **120 mm rifled gun of MBT Arjun**.
- The development of this system is an important step towards realising Prime Minister Shri Narendra Modi's vision of '**Aatmanirbhar Bharat**'.

## Payroll Automation for Disbursement of Monthly Allowances (PADMA)

- Recently, the Ministry of Defence inaugurated PayRoll Automation for Disbursement of Monthly Allowances (PADMA), an automated Pay & Allowances module for the Indian Coast Guard.
- PADMA is an automated platform leveraging latest technology which will provide seamless and timely disbursement of Pay & Allowances to around 15,000 Indian Coast Guard personnel.
- This module has been developed under the aegis of Defence Accounts Department and will be operated by Pay Accounts Office Coast Guard, Noida.
- The launch marked the beginning of the **Centralised Pay System (CPS)**, the foundation of which is being laid down by the Defence Accounts Department Headquarters to provide one stop pay accounting solutions for all organisations under the Ministry.
- The CGDA emphasized that the Government has campaigned for Digital India to ensure dedicated services and reduce manual intervention at every level & to promote E-Governance in a big way.

## PM launch a global initiative 'LiFE Movement'

- The Prime Minister has recently launched the 'Lifestyle for the Environment (LiFE) Movement', a global initiative, and asserted that its vision is to live a lifestyle that is in tune with our planet.
- The idea of LiFE was introduced by the **PM during COP26 in Glasgow**.
- The idea promotes an environment conscious lifestyle that focuses on mindful and deliberate utilisation instead of mindless and destructive consumption.



### **Aim**

- The LiFE Movement aims to bring positive change in the environment by collective action.
- It aims to persuade individuals across the world to undertake simple climate-friendly actions in their daily lives or adopt an environment-conscious lifestyle.
- Global leaders have applauded India for focusing on individual **behaviour change towards Climate Change**
- The idea promotes an environment-conscious lifestyle that focuses on 'mindful and deliberate utilisation' instead of 'mindless and destructive consumption'.

### **Panchamrit**

- India will reach its non-fossil energy capacity to 500 GW by 2030.
- India will meet 50 percent of its energy requirements from renewable energy by 2030.
- India will reduce the total projected carbon emissions by one billion tonnes from now onwards till 2030.
- By 2030, India will reduce the carbon intensity of its economy by less than 45 percent.
- By the year 2070, India will achieve the target of Net Zero.

## Prithvi-II: Short-Range Ballistic Missile

- Recently, India has successfully carried out the launch of **Prithvi-II short range ballistic missile from an integrated test range in Odisha**.
- Prithvi-II is an indigenously developed Surface-to-Surface Missile Short-Range Ballistic Missile (SRBM), which has a range of around 250 km-350km and can carry a one tonne payload.
- The missile is a proven system and is capable of striking targets with a very high degree of precision.

## Operation Mahila Suraksha

- Recently, Railway Protection Force (RPF) rescued 150 girls/women during pan India drive "**Operation Mahila Suraksha**".
- The operation aims to provide enhanced safety and security to lady passengers travelling by trains for their entire journey; a pan India initiative "Meri Saheli" is also operational.
- During operation over 7000 persons arrested for travelling unauthorizedly in coaches reserved for women

Indian Railways is keen and determined to continue to enhance women security cover over the railway network.

## NIRYAT portal

- The Prime Minister launched a new portal - **NIRYAT (National Import-Export Record for Yearly Analysis of Trade)**.
- It is developed as a one stop platform for stakeholders to get all necessary information related to India's foreign trade.
- It will deal with the import and export analysis of India.
- It will provide important real-time data to all stakeholders.
- From this portal, important information related to more than 30 commodity groups exported to more than 200 countries of the world will be available.
- It will strengthen the efforts to develop the districts as important centres of exports.



## BILATERAL AGREEMENTS AND SUMMITS

### India and Malaysia defence cooperation

- The defence minister of India and Malaysia held a video conference on the issue of defence cooperation.
- A wide range of issues concerning bilateral, regional and defence industrial cooperation were discussed during the meeting.

#### **Agenda of Meeting**

- The two Ministers discussed the existing defence cooperation activities and framework, and ways to further enhance them under the existing Malaysia India Defence Cooperation Meeting (MIDCOM) framework.
- India highlighted the areas in which Indian Defence industries could assist Malaysia.
- The Malaysian Senior Defence Minister expressed the need for inducting women personnel in peacekeeping missions.
- Both sides agreed to engage each other on this issue.
- It was also agreed to upgrade capability for Humanitarian Assistance and Disaster Relief (HADR) operations.

### 11th India - Italy Military Cooperation Group Meeting

- Recently, the 11th edition of India - Italy Military Cooperation Group (MCG) meeting was held in Italy.
- Discussions focused on new initiatives under the ambit of existing bilateral defence cooperation mechanism and further strengthening ongoing defence engagements.

#### **India - Italy Military Cooperation Group (MCG)**

- India - Italy Military Cooperation Group (MCG) is a forum established to boost defence cooperation between the both countries through regular talks at the strategic and operational levels between Headquarters, Integrated Defence Staff and the Joint Staff HQ of Italian Armed Forces.

### India-Senegal sign three MoUs

- Recently, India-Senegal signed three MoUs which aimed to further boost the bilateral relationship between both countries.

- The three MoUs were signed by both sides to further deepen their bilateral partnership in various areas.
- The first MoU pertains to visa-free regime for Diplomatic and Official passport holders which would strengthen cooperation between the two countries through seamless travel of officials/diplomats.
- Second agreement relates to renewal of the Cultural Exchange Programme (CEP) for the period 2022-26. A
- Third MoU seeks to enhance bilateral cooperation in youth matters. These will mutually benefit both countries through sharing of information, knowledge and good practices, and youth exchanges.

## **MOU between India and Australia for Technical Cooperation**

- The Centre has approved the Memorandum of Understanding between India and Australia on Technical Cooperation for Australia-India Water Security Initiative (AIWASI).
- The MoU has been signed in December, 2021.

### **Advantages of MOU**

- The Memorandum of Understanding (MoU) would reinforce bilateral cooperation between the two countries in the area of urban water security.
- It would strengthen institutional capacities at all levels for urban water management.
- It improves accessibility, affordability & quality of water and sanitation services
- It will promote a circular economy of water & water secure cities; encourage climate resilient water management practices; enhance community participation in water management and improve social inclusion through initiatives for accessible infrastructure.

## **India and Nepal new MoU for agricultural cooperation**

- Recently, India and Nepal had agreed to expeditiously finalise a new Memorandum of Understanding (MoU) for agricultural cooperation so that rapid progress can be made on various bilateral agricultural issues.
- India spoke of strengthening cooperation with Nepal in all fields including agriculture and informed that India has made great progress in the field of research and development in agriculture and allied sectors.

## **India-EU Free Trade Agreement**

- India and European Union has recently announced the launch of negotiations for an Investment Protection Agreement and a GI Agreement at a joint event at the EU headquarters at Brussels
- Among the most significant FTAs for India as EU is its 2nd largest trading partner, India-EU merchandise trade registered an all-time high value of USD 116.36 Billion in 2021-22 with a year-on growth of 43.5%
- India and the European Commission formally re-launched the India-EU Free Trade Agreement (FTA) negotiations.
- Besides, negotiations were also launched for a stand-alone Investment Protection Agreement (IPA) and a Geographical Indicators (GIs) Agreement.

### **EU as trading partner**

- The recent signing of agreement is one of the most significant FTAs for India as the EU is its second largest trading partner after the US.
- The India-EU merchandise trade has registered an all-time high value of USD 116.36 Billion in 2021-22 with a year-on growth of 43.5%.
- India's export to the EU jumped 57% in FY 2021-22 to \$65 billion.
- The FTA negotiations are part of India's broader strategy to forge balanced trade agreements with key economies and revamp existing trade pacts to improve trade and investment.

## **MILITARY EXERCISES IN NEWS**

### **38th India-Indonesia Coordinated Patrol**

- The 38th India-Indonesia Coordinated Patrol (IND-INDO CORPAT) between the Indian Navy Units of Andaman & Nicobar Command (ANC) and Indonesian Navy was conducted in the Andaman Sea and Straits of Malacca.
- The 38th CORPAT is the first post pandemic Coordinated Patrol (CORPAT) between the two countries.

- The exercise has helped build understanding and interoperability between both the Navies and has facilitated measures to prevent and suppress Illegal Unreported Unregulated (IUU) fishing, drug trafficking, maritime terrorism, armed robbery and piracy, etc.

## SAGAR Vision

- As part of Government of India's vision of SAGAR (Security And Growth for All in the Region), Naval Component under the aegis of HQ ANC undertakes coordinated patrols with other littoral countries of the Andaman Sea along respective Exclusive Economic Zones (EEZ) towards enhancing regional maritime security.
- India and Indonesia have enjoyed especially close relations, covering a wide spectrum of activities and interactions which have strengthened over the years.

## Ex Khaan Quest - 2022

- Recently, Multinational Peacekeeping exercise "Ex Khaan Quest 2022" featuring participation from military contingents from 16 countries has commenced in Mongolia.
- The exercise was conducted from 06 June to 20 June 2022.
- It provided a platform for mutual learning and sharing best practices amongst the armies from 16 Nations.
- The Indian contingent consisting of personnel from the LADAKH SCOUTS participated in the field training as well as the Command Post exercise.

### **Aim**

- The military exercise will enhance the level of defence co-operation between Indian Army and participating countries especially with the Mongolian Armed Forces which will enhance bilateral relations between the two countries.
- The exercise is designed to improve peacekeeping capabilities, strengthen military-to-military relationships and enhance the core UN doctrine PKO competencies of all participants.

**IASOYAN**  
PREDICT THE UNPREDICTABLE

Coming soon...

**UPSC CSE**  
**INTEGRATED**  
**TEST SERIES**  
2022  
(PRELIMS+MAINS)

**30** PRELIMS TESTS  
**8** MAINS TESTS

₹13,999

**APTI PLUS**  
Academy for Civil Services Pvt. Ltd.

# YOJANA

## Table of Contents\*

### GENERAL STUDIES-II

- Accessible Healthcare to All
- AI in Education
- Deep-Tech Startup Ecosystem

### GENERAL STUDIES-III

- Decoding Modern Tech Terms
- Tech-Innovation in Banking
- AI and Machine Learning
- Digital Disruptor

APTI PLUS

The table of content is segregated as per its relevance with Mains Syllabus of CSE Examination.

The article mention under GS paper in table of content might be important for many other topics in GS Papers as well.

The details relevance of each article/Topics with respect to GS syllabus has been mention at the starting of each article.

**LEGACY OF SUCCESS CONTINUES IN UPSC CSE 2021  
HEARTIEST CONGRATULATIONS OUR STAR PERFORMERS**

**45<sup>+</sup> SELECTIONS IN IAS 2021**



**AIR 9**  
PREETAM KUMAR



**AIR 29**  
BHAVISHYA



**AIR 43**  
SHUBHAM SHUKLA



**AIR 50**  
ABHIJIT RAY



**AIR 93**  
DEEPESH KUMARI



**AIR 102**  
PRAKHAR



**AIR 107**  
PANKAJ



**AIR 137**  
RISHABH



**AIR 152**  
NEHA



**AIR 158**  
RAJ



**AIR 180**  
SHRISTI



**AIR 186**  
SAMIKSHA



**AIR 211**  
LALITH



**AIR 220**  
GARIMA



**AIR 228**  
MAYANK



**AIR 229**  
ARPITA



**AIR 232**  
BISWA



**AIR 240**  
UTSAV



**AIR 269**  
ANUP



**AIR 300**  
SHIVANI



**AIR 319**  
GAJANAN



**AIR 324**  
AJIT



**AIR 325**  
KAJALE



**AIR 355**  
PRATIBHA



**AIR 379**  
ANURAG



**AIR 439**  
KESHAV



**AIR 469**  
SASHI



**AIR 494**  
ABHINANDAN



**AIR 497**  
SHUBHAM



**AIR 534**  
SUDHA



**AIR 541**  
RITESH



**AIR 590**  
RAJESH



**AIR 621**  
RAJNISH



**AIR 622**  
RAJESH K.



**AIR 636**  
SHANTANU



**AIR 644**  
SPARSH



**AIR 648**  
SHUBHAM



**AIR 650**  
DHARAVATH



**AIR 658**  
SAPAVATHI



**AIR 673**  
B'S MEENA

AND MANY MORE...

## 01 ACCESSIBLE HEALTHCARE TO ALL

### GS Syllabus Covered

**GS-II:** Welfare schemes for vulnerable sections of the population by the Centre and States and the performance of these schemes; mechanisms, laws, institutions and Bodies constituted for the protection and betterment of these vulnerable sections.

**GS-II:** Government policies and interventions for development in various sectors and issues arising out of their design and implementation.

### Background

- In order to make healthcare services more accessible and affordable to citizens and aid the country's most vulnerable, the union government took a transformative decision by launching the **Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY)**.

### About AB PM-JAY

- Ayushman Bharat, a flagship scheme of Government of India, was launched as **recommended by the National Health Policy 2017**, to achieve the **vision of Universal Health Coverage (UHC)**.
- This initiative has been designed to meet **Sustainable Development Goals (SDGs)** and its underlying commitment, which is to "leave no one behind."
- It is an umbrella of two major health initiatives, namely Health and wellness Centres and **National Health Protection Scheme**.

### Beneficiary under the scheme

- As of April 2022, Ayushman Bharat PM-JAY in alliance with State health schemes covers a beneficiary base of more than 14 crore families (70 crore individuals).
- Almost 18 crore individuals have been identified under the Scheme and been provided with an Ayushman card.
- AB PM-JAY has facilitated almost 3.28 crore hospitalisations, providing treatment worth over Rs 37,600 crores.

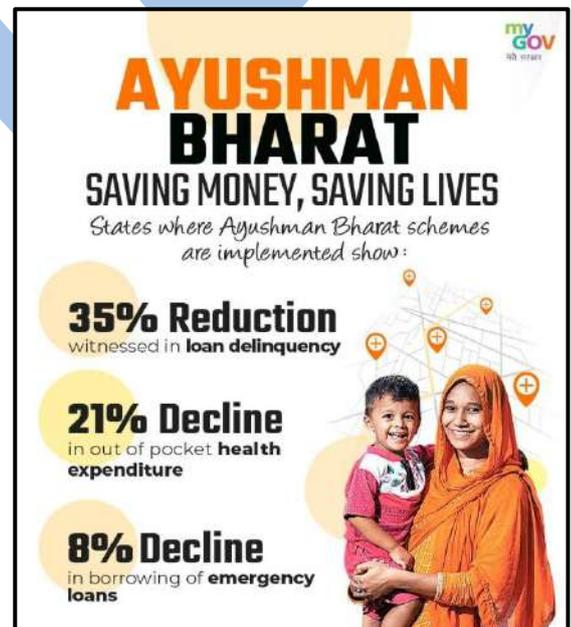
### Principles behind Ayushman Bharat PM-JAY

#### 1. Comprehensive Healthcare Benefits

- AB PM-JAY was launched with 1,393 treatment packages covering treatment for various medical specialties like oncology, neurosurgery, cardiovascular surgery, etc., upto Rs 5 Lakhs per beneficiary family.
- Over multiple package revisions, this was subsequently increased to 1,670 treatment packages. The benefits package under AB PM-JAY was comprehensive, covering pre and post hospitalisation expenses.
- Additionally, all pre-existing conditions were covered from the first day of the policy period.

#### 2. Convergence & Integration

- Under AB PM-JAY, considerable flexibility was provided to the States and Union Territories in choosing their mode of implementation, beneficiary database, and creating the network of hospitals.
- Further, **National Health Authority (NHA)** diligently pursued convergence with the existing State-based schemes.
- Currently, AB PM-JAY is implemented in alliance with more than 25 State-specific health schemes.
- State Governments were encouraged to set up State Health Agencies (SHAs) for better oversight of the Scheme at the State level.
- Additionally, District Implementation Units (DIUs) were set up in over 600 districts across the country.



### 3. Ensuring Equity in Access to Healthcare Services

- Under AB PM-JAY, the renewed impetus has been given to extending the Scheme benefits to the marginalised sections of society covered under the **Socio-Economic Caste Census database**.
- The Scheme has adopted an enlightened approach towards ensuring gender-specific equity. Women account for approximately **50% of Ayushman cards generated using the NHA IT platform and 47% of authorised hospital admissions**.

### 4. Robust, Scalable, and Platforms Inter-operable Technology

- AB PM-JAY is a highly versatile technology platform developed to aid in beneficiary identification, transaction management, and hospital empanelment.
- This award-winning IT platform is now active across 26 States and UTs.
- As a result, SHAs and NHA have gained granular insights into the Scheme to aid in evidence-based policymaking and necessary course correction, where required.
- A **National Anti-Fraud Unit (NAFU)** was set up with institutional support from the multilateral development community.
- This enabled NHA and the SHAs to address fraud and address beneficiary grievances.

### 5. Public and Private Partnership

- Under AB PM-JAY, both public and private hospitals have been empanelled for providing healthcare services to the Scheme beneficiaries.
- The participation of the private sector has increased avenues for the Scheme's beneficiaries to seek treatment.
- Under AB PM-JAY, it was ensured that public hospitals would be equally reimbursed for their services and at the same rates as that of private hospitals.
- This has supported public sector hospitals to create a pool of untied funds that could be sustainably invested in infrastructure and human resources.
- The complementary role of the public and private sector hospitals has been vital in ensuring that the Scheme implementation proceeds seamlessly.

## Implementing policy changes

- In order to make AB PM-JAY more accommodative for different types of stakeholders, the following policy adoptions are being processed for implementing radical policy changes:

#### 1. Health Benefit Packages 2022

- Since the inception of the AB PM-JAY Scheme, NHA has made several changes in the constituents and prices of its Health Benefit Packages (HBP).
- Recently, the HBP master has been reviewed and revised and therefore, HBP 2022 was launched.
- The HBP 2022 consisted of an extensive review of current Scheme performance in terms of its utilisation.
- The new version has added 365 new procedures taking the total package count to 1949 and also has included high-end procedures like Bone marrow transplant, Cochlear implant surgery, and several Interventional Radiology procedures.

#### 2. International Classification of Diseases (ICD-11)

- AB PM-JAY has recently completed three years, and NHA as part of a new initiative has taken steps to strengthen patient classification and provider payment systems through ICD-11 (International Classification of Diseases) for AB PM-JAY Scheme using DRG (Diagnosis Related Groups).
- This IT integration will have the standardisation of Scheme nomenclature as per international standards.
- **AB PM-JAY Scheme has the country's largest data on health insurance/assurance sector;** hence this will help in rich data mining and useful policy insights, which lead to evidence-based decision making.

#### 3. Diagnostic Related Groups (DRGs)

- AB PM-JAY is the first insurance Scheme in India and amongst the first few in the world to implement a provider payment mechanism through **Diagnosis Related Grouping (DRG)**.
- The DRG system entails that the hospital gets paid based on the admitted patient's diagnosis and prognosis, rather than paying on the basis of booked **Health Benefit Packages (HBP)**.
- This will address today's hospital concerns that package costs do not address/incorporate complications and comorbidities.
- The most important part of assigning a DRG is getting the correct primary diagnosis and this is where implementation of ICD/ICHI will play a pivotal role.
- DRGs support the rational use of hospital care as an effective way to achieve a balanced health service system and will be associated with quality assurance mechanisms.

#### 4. Aapke Dwar Ayushman

- Aapke Dwar Ayushman, a grassroots network of frontline healthcare workers, Gram Panchayat officials, and village-based digital entrepreneurs were used to undertake door-to-door mobilisation of beneficiaries across communities.
- These efforts by the **National Health Authority (NHA)** have translated into the creation of more than 4.7 crores Ayushman Cards since January 2021, an increase of 55% in the Ayushman cards generated by the NHA IT system.



#### Conclusion

- AB PM-JAY is a path-breaking intervention to address healthcare delivery holistically.
- It has the potential to catapult India into the top countries of the world in terms of healthcare that's built on the 3As of Accessibility, Affordability, and Availability.

**GS Syllabus Covered**

**GS-II:** Welfare schemes for vulnerable sections of the population by the Centre and States and the performance of these schemes; mechanisms, laws, institutions and Bodies constituted for the protection and betterment of these vulnerable sections.

**GS-II:** Issues relating to development and management of Education and Human Resources.

**Introduction**

- Artificial intelligence applications are important in the fields of life, but they are more important for educational institutions and universities.
- The modern world is full of technology and new inventions, in which Artificial Intelligence (AI) is playing a major role in every sphere of life.
- The use of AI applications in the education field can assist our teachers in increasing their efficiency by sparing them to perform high-level intellectual tasks in teaching and delivering lectures to students, and making them free from performing monotonous and mundane tasks.
- The use of AI in education has given a completely new perspective of looking at education to teachers, students, parents, and of course the educational institutions as well.

**Utility of AI**

- AI has played an important role in the education system of India, the adoption of which needs to be further expanded.
- **New Education Policy (NEP) 2020** has also been drafted and implemented incorporating all modes of teaching.
- Artificial intelligence uses the ability of the computer or computer-enabled system to process the information and produce outcomes similar to the human rational behaviour for solving the problem and for decision making.
- The goal of AI is to make smart computer systems to solve complex problems.

**Applications****1. Robot Teachers**

- Robot teachers can make teaching more interesting for students using their AI capabilities.
- In various schools, Artificial Intelligence-enabled robot teachers assist teachers in the classroom and help in clearing the doubts of students.

**2. Personalised Education**

- AI can help in personalising the teaching pattern for an individual student as per his/her potential in the learning.
- Various AI software-based programmes can analyse the knowledge gaps, preferences, and learning ability of each student.
- Accordingly, they can personalise the flexible teaching pattern for each student.

**3. Tutoring**

- AI can play a great role in tutoring students and taking the doubts of students outside the classrooms.
- Chatbots and other AI-enabled tools can assist students in solving their additional problems or queries.
- In addition, AI has also solved the issue of timely response.

**4. Automated Grading System**

- AI-powered grading software uses machine learning techniques by replicating human teachers' grading patterns with the help of past data to evaluate the answer papers of students.
- It helps in removing biased evaluating patterns of human teachers in subjective papers.
- The automated grading system is most popularly used in **optical mark recognition (OMR) criteria** for evaluating objective type or multiple-choice questions by reading the shaded areas in the examination papers.

**5. Natural Language Processing**

- Natural Language Processing (NLP) can assist students in making necessary corrections and providing meaningful comments in relation to their documents or reports.

- Various NLP software tools that help in translating one language to another include Google Translate, Microsoft Translator, and Facebook Translation App.

#### 6. Administrative Tasks

- AI can help teachers in performing their repetitive and mundane administrative tasks, such as scheduling, rescheduling classes, curriculum and content development, marking attendance, grading papers, sharing report cards of students automatically to the parents, etc.
- This will allow teachers to concentrate on enhancing educational quality rather than spending time on manual paperwork, which would eventually decrease their work pressure.

#### 7. Creation of Smart Content

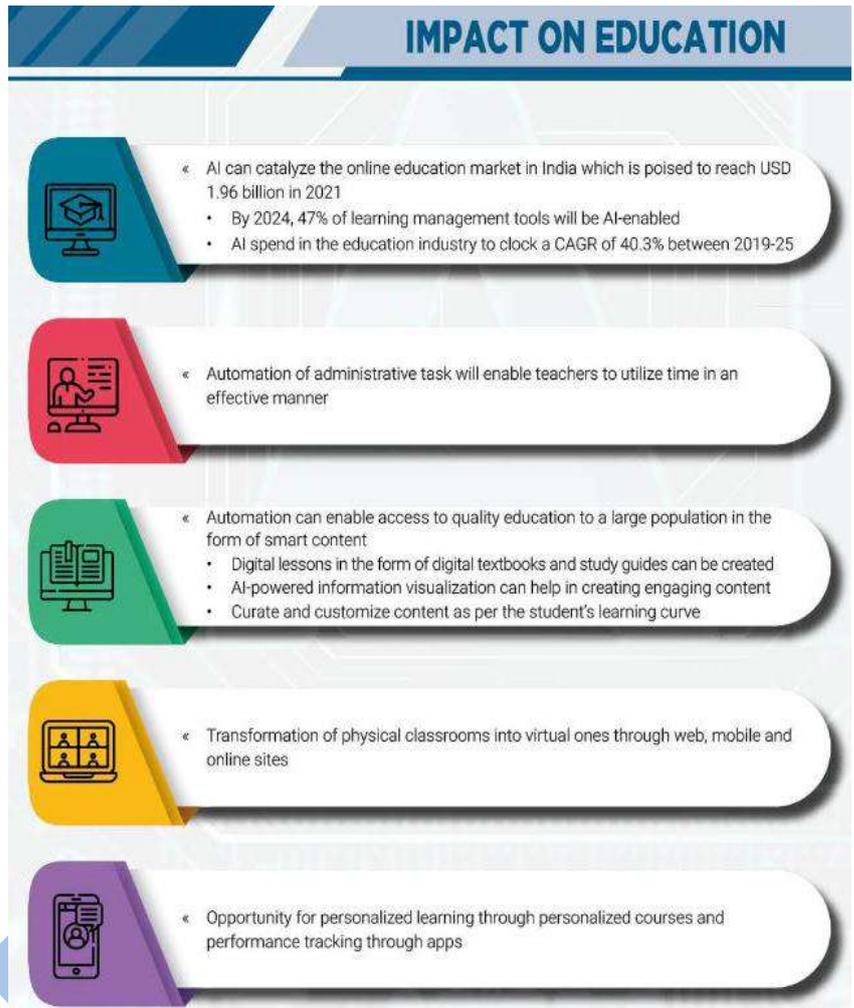
- AI-based software tools help in the creation of smart content that can range from digital textbooks, study guides, videos, etc., that create customised environments for the students.
- AI can also help in generating and updating the contents of the lessons, keeping the information up to date, and customising it for different learning curves.

#### 8. Multilingual Teaching

- India is a country with varied regional languages where NLP tools having AI capability can break down the barriers of communication between the various regional areas by using deep learning networks to translate speech and text into different languages.
- With the help of AI techniques, a student can avail of educational services of interest, anytime from anywhere in any language.
- AI has resolved the issues related to accessibility, health, environment, etc., that were previously hindering the process of education.

### Conclusion

- The use of AI applications in the education field can assist teachers in increasing their efficiency. These applications can let them perform high-level intellectual tasks in teaching and delivering lectures to students by making them free from performing monotonous and mundane tasks.
- The use of AI in the education field can bring efficiency and accuracy to various educational activities that would eventually result in the improvement of the quality of the education system.
- Furthermore, AI can be used to provide training to teachers with the help of computerised tests, robot trainers, and other techniques in order to keep their knowledge up to date.



## 03 DEEP-TECH STARTUP ECOSYSTEM

### GS Syllabus Covered

**GS-II:** Government policies and interventions for development in various sectors and issues arising out of their design and implementation.

**GS-III:** Indian Economy and issues relating to planning, mobilization, of resources, growth and development.

### Background

- Deep Tech innovations are defined as **disruptive solutions built around unique, protected or hard-to-reproduce technological** or scientific advances.
- India lacks deep-tech startups.

### Deep-Tech Startup

- Deep-tech startups constitute less than one percent of the number of startups, far below what a fast-growing, complex, and large economy like India should have.
- Notwithstanding the healthy development of India's startup ecosystem, one weakness that keeps India behind the developed countries is that we lack deep-tech startups.
- The absence of deep-tech startups harms India considerably by weakening its capability to meaningfully address complex socio-economic challenges that afflict our society in multiple sectors such as agriculture, healthcare, transportation, education, energy, etc.

### Need for Deep-Tech Startup Ecosystem

- Deep-tech startups arise from research-based, disruptive innovations from STEM labs of academic/research institutions and solve hard problems and challenges.
- Some examples are
  - a. recycling sewage to get clean water at an affordable cost
  - b. a low-cost solution at scale for curing blindness
  - c. affordable solutions for treating diseases such as diabetes, dementia, cancer, etc
  - d. creating an alternative to Lithium-ion batteries
  - e. low-cost satellite launching system.

### Problem of deep-tech startups

- There are three major problems that deep-tech startups have vis-a-vis other startups:
  - A. Deep-tech startups need a longer gestation for development than other startups.
  - B. Deep-tech startups require different types of inputs they require more patient capital, specialised talent, and expert knowledge in more than one domain, to develop and validate a science-based innovation to the point where it is acceptable to commercial investors.
  - C. A deep-tech startup follows a different development path than other startups.
  - D. A deep-tech startup derives its IP from the underlying science.

### Creating Ecosystem

- India has produced about **94 unicorns so far**, but barely any of them can claim to be a deep-tech startup.
- While India has a problem of **inadequate R&D expenditure** for an economy of as per size, there is also a sufficient amount of high-quality research in India's top STEM colleges to fuel a deep-tech startup revolution.
- Some key reasons why our academic researchers lag in their potential to convert research into deep-tech startups are:
  1. There is inadequate appreciation amongst policymakers and university administrators for the need to build capacity amongst academic researchers, scientists, and STEM students in India to truly understand what entrepreneurship entails and what commercialisation of research means.

2. While the Government has made good efforts to fund innovation in universities through programmes such as prototype development, filing for IPR, incubation, etc., few academics (<5%) commercialise their research by startups.
3. Indian corporates and industries that are engaged with deep-tech startups do so only with those where technology is substantially developed or where revenues are visible.
4. A majority of Indian corporations do not have knowledge or mechanisms for dealing with Open Innovation processes that our university/research institutions can potentially offer for creating deep-tech startups.

## Conclusion

- Unfortunately, very few researchers and startup founders in India conduct a robust Customer Discovery exercise.
- This is more due to a lack of awareness and appreciation amongst policymakers of its transformational impact on the researchers/entrepreneurs.
- More importantly, a fair share of deep-tech startups will help in solving India's hard challenges.

## 04 DECODING MODERN TECH TERMS

### GS Syllabus Covered

**GS-II:** Important aspects of governance, transparency and accountability, e-governance.

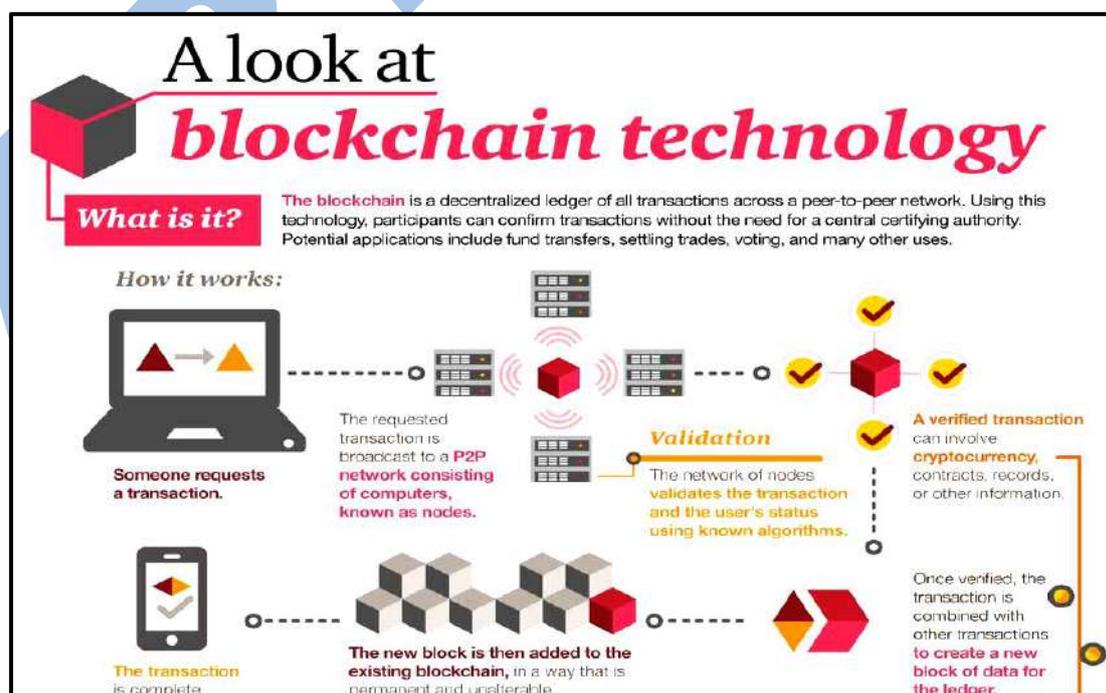
**GS-III:** Achievements of Indians in science & technology; indigenization of technology and developing new technology.

## Introduction

- The development of new-age technology has opened several avenues to explore modern technology at the fullest.
- Under this article a brief about modern technology like **Blockchain, Metaverse, Artificial Intelligence, Quantum Technology, Metaverse, NFTs**, etc. has been discussed.

## Blockchain

- Blockchain refers to a system whereby information about transactions is **stored on countless computers spread across the globe**.
- It is considered as an alternative to the conventional banking system.
- The information stored under the Blockchain is even more secure than our banking system because countless copies of that information are kept on computers around the world.



## Non-Fungible Token

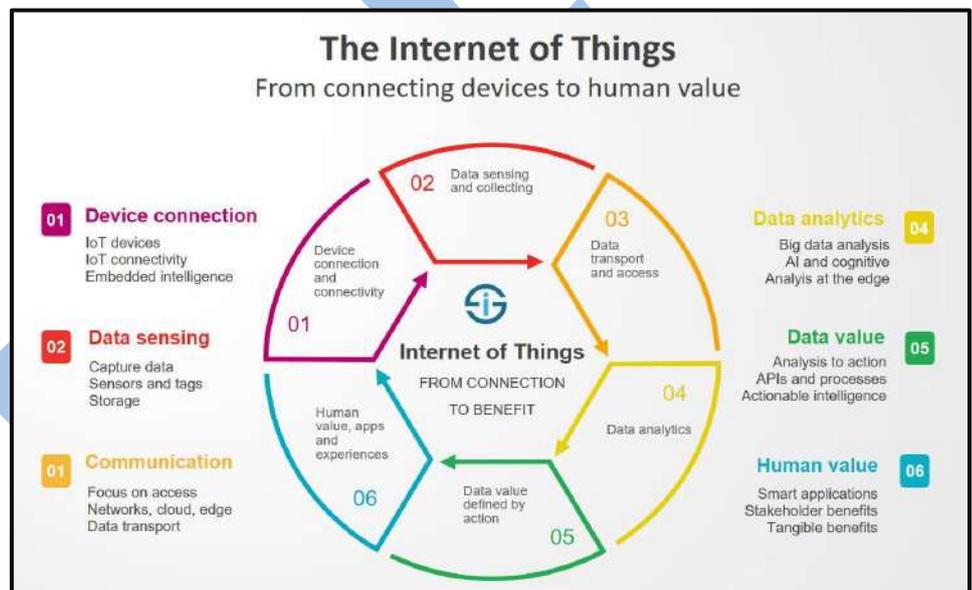
- An NFT is a **digital asset** that represents real-world objects like art, music, in-game items and videos.
- They are bought and sold online, frequently with cryptocurrency, and they are generally encoded with the same underlying software as many cryptos.
- NFTs are unique cryptographic tokens that **exist on a blockchain and cannot be replicated**.
- NFTs can be associated with physical assets and virtual or digital assets.
- There is an immense need for such NFTs (images, videos, animations, illustrations, etc.) in the form of certifications associated with such digital assets.
- Hence, technically proficient people are engaged in the manufacturing and trading of NFTs.

## Metaverse

- Metaverse means a **parallel universe** present in the digital world that contains most of the things that exist in our physical world.
- The word metaverse comes from the Greek words meta, which means 'beyond', and verse, which means 'space'.
- In the metaverse, people use avatars to represent themselves, communicate with each other and virtually build out the community.
- In the metaverse, digital currency is used to buy clothes, video games and many other items. Users can also virtually travel through the metaverse for fun with no goal in mind using a virtual reality headset and controllers.

## Internet of Things

- The **Internet of Things** or IoT simply means connecting various things of the world to the internet.
- IoT forms the network of physical objects i.e., **things, enclosed with sensors, software,** and other technologies for the purpose of connecting and exchanging data over the internet.
- These devices range from day-to-day objects to complex industrial tools.



## Quantum Computing

- Quantum computing is the study of how to use **phenomena in quantum physics** to create new ways of computing.
- Quantum computing is made up of **qubits**.
- Unlike a normal computer bit, which can be 0 or 1, a qubit can be either of those, or a superposition of both 0 and 1.
- A quantum computer can perform calculations millions of times faster than a normal computer, and that is why it can prove to be a boon for humanity, but it can also give rise to new challenges.
- Presently, only a few quantum computers have been developed in the world.

## Artificial Intelligence (AI)

- Artificial intelligence (AI) is a wide-ranging branch of computer science concerned with building smart machines capable of performing tasks that typically require **human intelligence**.
- Artificial intelligence (AI) is one of the most talked about topics all over the world.
- AI refers to the ability of machines (or technology) to learn, analyse, think, understand, solve problems, make decisions, etc., similar to a human being.
- The goals of artificial intelligence include learning, reasoning, and perception.
- AI is being used across different industries including finance and healthcare.

## Cloud Computing

- Cloud computing is on-demand access, via the internet to computing resources such as applications, servers (physical servers and virtual servers), data storage, development tools, networking capabilities, and more hosted at a remote data centre managed by a cloud services provider (or CSP).
- The CSP makes these resources available for a monthly subscription fee or bills them according to usage.
- Cloud computing is a popular option for people and businesses for a number of reasons including **cost savings, increased productivity, speed and efficiency, performance, and security.**
- Cloud computing implies using the resources available on the internet on your computers or devices.
- There are two more types of cloud:
  - **Software as a Service (SaaS):** SaaS is the service you can use through the cloud for some time without buying softwares like Photoshop, Microsoft Word, or AutoCAD.
  - **Platform as a Service (PaaS):** PaaS means technology platforms using which you can develop softwares and manage them, providing them to others for use.
  - Everything is done remotely through the internet, without having to buy anything.

## 05 TECH-INNOVATION IN BANKING

### GS Syllabus Covered

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

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

### Background

- Technology innovation brought a fundamental shift in the functioning of banks in India both internally and externally as it **enables banks to provide better customer services.**
- After the adoption of Technology by Indian banking sector India emerges as one of the youngest but most powerful country of the global village and boost up the FDI from all parts of world to
- India
- Latest technologies like **Artificial Intelligence, Big Data, Deep Machine Learning, and Robotics** are being used to understand the customers and their needs better.
- Due to these coordinated efforts, digitisation in the Indian banking sector has started taking place at a faster pace.

### Digital Transformation: Key Milestones

- Banking system in India was established 252 years ago, has left its traditional way of functioning far behind and emerged in a new avatar with the advent of new technologies.
- Overall, technology in the banking sector has made citizens self-reliant.
- After the **nationalisation of banks in 1969** and particularly after the **liberalisation in 1991**, the era of competition and providing the best facilities to the customers started in the banking sector.

### Ease of Transactions

- In recent years, several steps have been taken by the Government of India to use banking technology to simplify the banking system.
- The Government's ambitious Digital India Mission and Payment System laid the digital economy's foundation. While RuPay, Kisan Credit Card enabled farmers to engage in cashless transactions, General Credit Card enabled people involved in occupations other than farming.

#### ATMs:

- In the beginning, only money could be withdrawn from an ATM, but now money can also be sent to anyone's account through an ATM. Also, many banks have started the facility of deposit through ATMs; only the account of the sender and the receiver should be in the same bank.

**From Banking Correspondent to Mobile Banking:**

- Banking Correspondents are important for unskilled workers that help people in several ways, including depositing or remitting money and opening an account.
- A banking correspondent can also be a grocery store or other retail outlet in the neighbourhood.

**New Mobile Banking Apps:**

- Banks have launched different iOS and Android phone Apps. Using Mobile Banking, one can do everything – funds transfer, getting the bank statements, mobile recharge, and train or hotel booking directly through the bank's App.

**NEFT-RTGS:**

- National Electronic Funds Transfer (NEFT) and Real Time Gross Settlement (RTGS) are the facilities with the help of which individuals, companies, and firms can easily transfer money from one bank to another.
- Many banks in India operate as banking agents for international money transfers that can now also be transferred on mobile.

**National Automated Clearing House (NACH):**

- Launched in December 2012, the National Payments Corporation of India (NPCI) runs this service.
- This service also plays an important role in data management, along with transparency and security.

**Core Banking Solution (CBS):**

- The facility of Core Banking Solution is being provided all over the country by commercial banks and cooperative banks.
- As a result, anytime, anywhere, banking has made life easier.
- This trend points towards the fact that these digital solutions are gaining momentum as mobile banking customers increase.

**New-Age Innovation****1. Robotic Process Automation:**

- Robotic process automation uses bots to do repetitive tasks without human intervention in a more efficient manner.
- By combining various technologies that enable cognitive and robotic processes, bankers can make quick, large-scale, and quality decisions by predicting customers' actions.
- Smart Virtual Assistants are helping customers by handling banking transactions and providing relevant information.

**2. Data Analytics:**

- Technology and digitisation have enabled the banking sector to make informed decisions with actionable insights in real time, face market competition, understand future launchable products and ensure customers' satisfaction.

**3. API Platform:**

- API Banking Platform is designed to work through Application Programming Interface, which is a software intermediary that allows two applications to talk to each other. They allow banks to adopt entirely new business models and use new technologies such as blockchain at a lower cost.
- APIs also help banks to make their systems future-proof.

**4. Cyber Security:**

- With the increasing use of technology in banking, cyber risks are also rising.
- The banking industry deals with sensitive and personal information, so cybercriminals are in ambush for such information.
- Banks are becoming more alert concerning cyber security.
- They are gradually implementing advanced, analytical, real-time monitoring and biometrics, and behaviour analysis software to detect threats and prevent them from disrupting systems.

**5. Cloud Computing:**

- Cloud Computing is another technological advancement revolutionising the banking sector.
- Cloud is an important tool of the service delivery model and enables banks to find new business opportunities and access new distribution channels.
- Cloud computing also promotes secure online payments, digital money transfers, wallet payments, etc.

**6. Biometrics:**

- Companies are inventing new payment systems due to a gradual decline in dependence on cash.
- Customers can pay within seconds by simply verifying their identity through their fingers or face.

**7. Chatbots:**

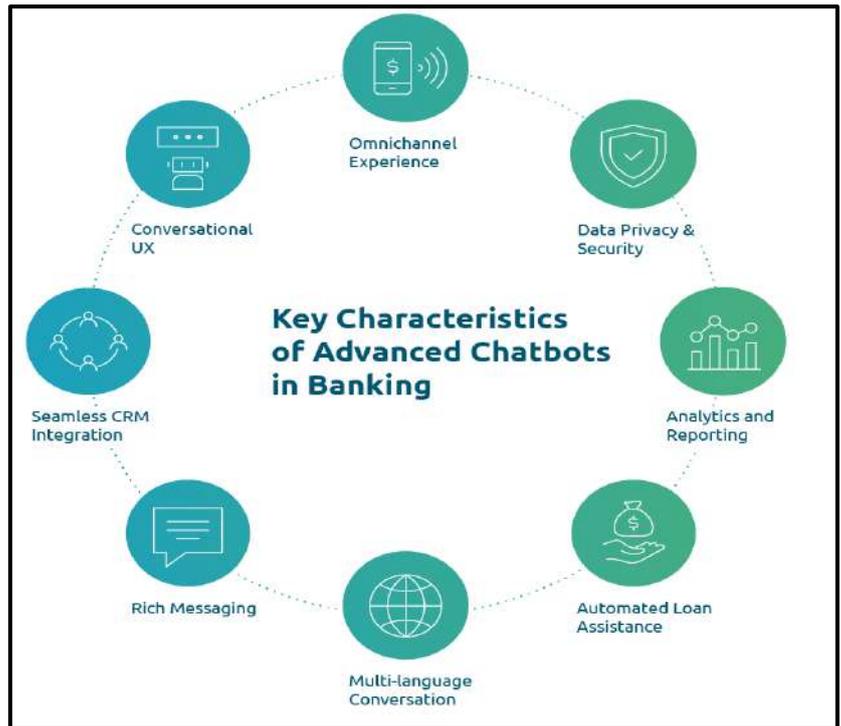
- As voice-based interactions with customers continue to grow, banks are rolling out new financial chatbots that save up to 4 minutes per transaction.
- Banks are also getting feedback from customers immediately and at a nominal cost.

**8. Zero-Trust Security Model:**

- The zero-trust security model is the way to deal with the growing cyber risk.
- It ensures strict adherence to the user and device authentication across the network without relying on implied trust.

**Way Forward**

- Considering the importance of digitisation as the need of the hour, especially in the pandemic era, all Indian banks, government or private, are now focusing on the digitisation of loan products after the digitisation of payments systems.
- The country’s Central Bank, RBI, has also set up a Fintech Department with effect from 4 January 2022, which along with promoting innovation in our banking sector, will focus on the challenges and opportunities which keep coming in the banking sector through technology every now and then, and this department will continue to engage in research to find their solutions.



**06 AI AND MACHINE LEARNING**

**GS Syllabus Covered**

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

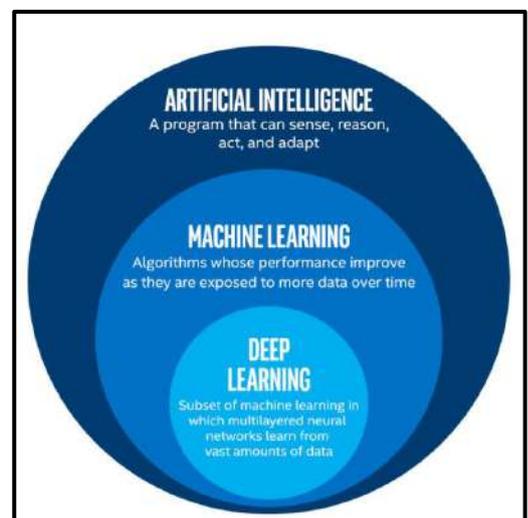
GS-III: Government policies and interventions for development in various sectors and issues arising out of their design and implementation.

**Introduction**

- Artificial Intelligence (AI) and Machine Learning have made a tremendous impact in the tech sector across the world.
- Machine learning is a pathway to artificial intelligence.
- This subcategory of AI uses algorithms to automatically learn insights and recognize patterns from data, applying that learning to make increasingly better decisions.
- AI is being used not only in the development of new products but also to find patterns that improve the organisation of data, which can help startups save time and money on marketing research.

**AI-related patent**

- India was ranked 8th in the top 10 countries by AI patent families, ahead of Russia and France, with AI-related patent applications growing tenfold from 2012 to 2018.
- Additionally, India has over 1,300 Global Capability Centres



(GCCs), with one in every time GCCs using AI across key business functions such as cybersecurity, customer services, supply chain, and operations management.

### Government expenditure on AI and Machine Learning

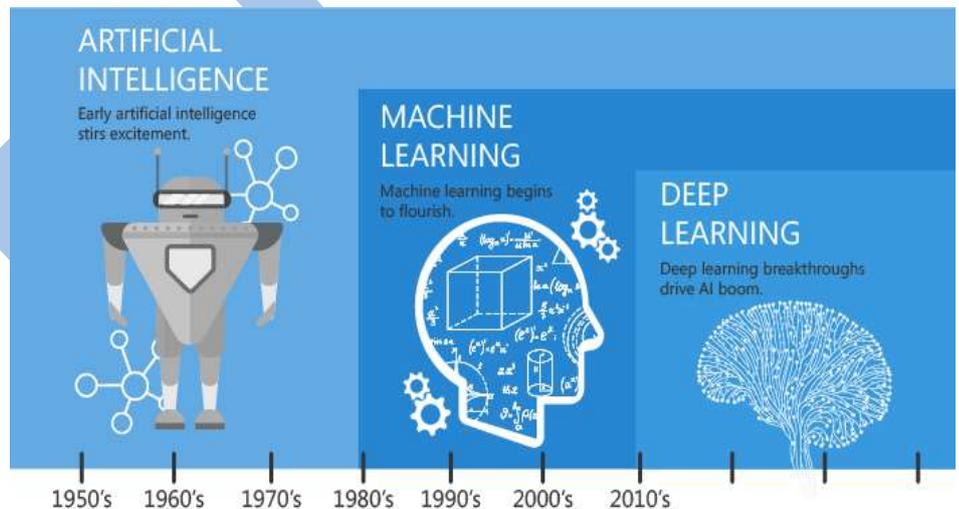
- To support this thriving AI industry, India is one of the handful of countries that have developed a conceptual national framework for the **use of artificial intelligence (AI)** and its allied field, machine learning.
- The Government expenditure on AI and Machine Learning has also steadily increased with expected growth at a CAGR of 39 per cent over the period 2019-2025 to reach USD 11,781.9 million in 2025.
- As per the government's think tank **NITI Aayog, by 2035, AI has the potential to add USD 1 trillion to the Indian economy.**

### National Strategy for Artificial Intelligence

- NITI Aayog released a National Strategy for Artificial Intelligence #AIforAll in June 2018.
- The Strategy aims at enhancing and empowering human capabilities to address challenges of access, affordability, and efficiency in endeavouring to scale Made-in-India artificial intelligence solutions for the benefit of the developing and emerging economies.
- In doing so, the paper identifies five priority sectors that are envisioned to gain the most incremental value from the adoption of these transformative technologies in solving societal needs:
  1. Healthcare- increasing access to quality and affordable healthcare
  2. Agriculture enhancing crop yield, ensuring food security, and increasing farmers' incomes
  3. Education- enhancing the quality of education and human resource productivity
  4. Smart cities and infrastructure- ensuring efficient connectivity and promoting intelligent urban planning
  5. Smart mobility and transportation- enabling efficient and safe transportation.

### Artificial Intelligence ecosystem

- The AI ecosystem in the government currently comprises capacity building and reskilling, policies, innovation centres, and projects.
- India's AI Standardisation Committee of the Department of Telecommunications (DoT) released a draft framework on the India Artificial Intelligence Stack to enable an environment to exploit AI productively across all sectors and bring interoperability, among other things.
- The Stack is divided into six layers – five main horizontal layers and one vertical layer – each catering to a specific purpose ranging from information gathering and storage to security and governance.



### Artificial Intelligence advantages

- In Telangana, AI is helping authenticate pensioners and ensuring that payments go to pensioners who are alive and using basic images and information to help validate recipients.
- The Ministry of Corporate Affairs is using AI to simplify corporate filings, while the Centre for **Artificial Intelligence and Robotics (CAIR)** has been built as a special hub for AI-related work of the DRDO (Defence Research and Development Organisation).
- India sees AI and machine learning as the next transformative process to reform its economy and give it greater depth, and weed out irregularities.

## Conclusion

- The use of AI and machine learning, along with other technologies like blockchain, would enable solutions to longstanding policy challenges in issues like land transactions and medical record keeping.
- India is building the world's largest citizen pool of data from citizens which is managed transparently, and upon such 'stacks', applications of various kinds can be built.
- AI and machine learning, and blockchain, along with other such technologies are the analytical softwares that complement the hardware.
- **Artificial Intelligence/Machine Learning, IoT, 5G, Augmented Reality, Big Data, Nanotechnology, Robotics, and 3D printing** are transforming the operational, functional, and strategic landscape across various industries.

## 07

## DIGITAL DISRUPTOR

### GS Syllabus Covered

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

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

## Introduction

- Digital disruption describes the change that happens when new digital technologies, services, capabilities, and business models affect and change the value of the industry's existing services and goods.
- These new elements change or disrupt the status quo, forcing business sector-evaluate the current market regarding goods and services and possibly adjust.
- In India, Aadhaar has played and continues to play an integral role in providing a unified national digital identity framework.

## Technologies and its impact

- The introduction of technologies has a potentially far-reaching positive impact, especially on developing countries like India. Some of the technologies are as follows:

**1. Artificial Intelligence (AI) and Machine Learning (ML):** AI technologies provide a plethora of opportunities to complement human intelligence and combat socio-economic issues.

**2. Quantum Computing:** Applications in secure communication, disaster management through better prediction, computing, simulation, chemistry, healthcare, cryptography, imaging, etc.

**3. Semiconductor Technologies including Semiconductor Nanotechnology:** Aim to give a major push to the hardware industry by eliminating boundaries between the digital and physical worlds.

**4. Smart Manufacturing:** Use of Internet of Things (IoT), Blockchain, Bigdata Analytics, AI and Robotics as a part of Industry 4.0, more commercial use of additive manufacturing (i.e. 3D printing).

**5. Smart Mobility:** Use of IoT and AI / ML in new-age transportation and logistics solutions, autonomous and remotely piloted vehicles, vehicles powered by renewable and clean fuels.

**6. Advanced Communication Technologies and its Security:** Adoption of 5G, Cloud computing, penetration of broadband internet to remotest and least developed areas using satellite-based internet, optical fibre, etc., for use-cases such as **Tele-health, remote learning and much more.**

Advancements in cybersecurity and the hardening of communication systems are also expected to stay a pace with the communication and networked technologies.

**7. Blockchain-based technologies:** Development of solutions in areas such as Decentralised Financing (DeFi), sovereign digital currencies, and the possible creation of sovereign identities.

**8. Biotechnology:** This includes advancements in areas such as Synthetic DNA, Development of Vaccines, 4D printing and Tissue Engineering, Gene Editing, Gene Sequencing, Quantum Microscope, Biosensors etc.

**9. Agri-food Technologies:** Sustainable and remunerative Agriculture is the key to the food security of societies.

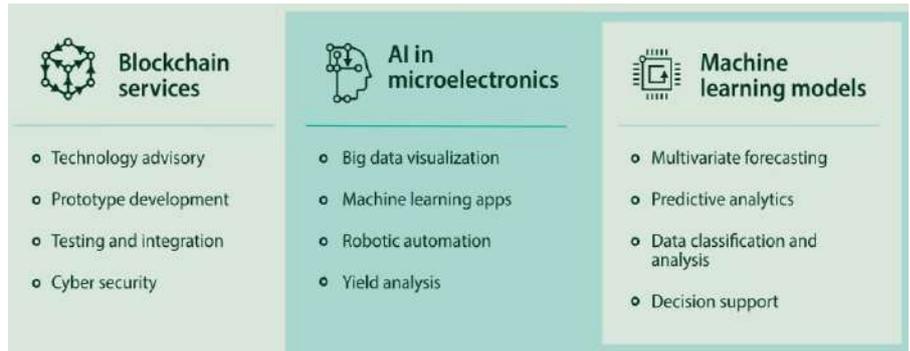
Technologies related to climate-resilient farming, development of high-yielding seed varieties, resource-conscious and frugal irrigation, seeding, harvesting, and post-harvest technologies will define the future of agriculture, especially for developing countries that have large percentages of their population dependent on it.

## 10. Climate & Environmental

**Conservation:** Focus on green and sustainable technologies, renewable energy such as solar, Green Hydrogen, etc.

## National digital identity framework

- In India, Aadhaar has played and continues to play an integral role in providing a unified national digital identity framework.
- Aadhaar has become one of the **most important pieces of public digital infrastructure** ever to be built in the country.
- Aadhaar is the **world's largest Digital Identity Platform**, which was planned and rolled out with a clear set of developmental objectives.
- It is the most trusted ID held by almost one-sixth of the population of the world residing in India and is the foundation of India's digital democracy.



## Solutions and services of Aadhaar

- Aadhaar and UIDAI have always been at the forefront of developing and / or using state-of-art technologies so as to ensure that they are successfully meeting their mandate of providing **reliable, secure, resident and industry-friendly identity solutions and services**.
- In this context, some of the technologies that have been adopted or are in the process of being adopted at UIDAI include the following:
  - Unified my-Aadhaar portal for a one-stop experience for users for all Aadhaar services in regional languages
  - Multiple services on mAadhaar mobile application
  - Use of secure OR code and offline e-KYC for offline verification of Aadhaar
  - Introduction of Virtual ID, Aadhaar Lock, Biometric Lock for securely using Aadhaar for various services
  - Integration with Digi locker for consent-based fetching of resident documents as well as for address update on other identity documents based on address on Aadhaar
  - Indigenous development of Automatic Biometric Identification System (ABIS) to reduce dependencies on proprietary solutions.



## Technology Innovation in Authentication

- The core strength of Aadhaar is its ability to be authenticated any time and from anywhere.
- Some of the innovations that Aadhaar has been able to bring to its authentication landscape are as follows:
  - 1. Face Authentication:** This is a recently-launched indigenous smart phone-based solution for Aadhaar Authentication using the **'Face' modality**.
    - It is contactless and has a 'liveness check' built into it.
    - This makes it more secure and reliable.
  - 2. Iris-based Aadhaar authentication:** This has been in place for a long time and is being vigorously promoted now due to its inherent strengths which came to the fore, especially during Covid-19.
  - 3. Fingerprint Image Record authentication:** Fingerprint Image Record is being launched for ensuring the 'liveness' of the fingerprints captured and to check eases of possible frauds via fingerprint cloning, etc.

## Conclusion

- UIDAI also ensures continued adherence and compliance to the best practices in security by Aadhaar ecosystem partners through regular security audits of the partner infrastructure and processes.
- Digital Technology is meant to be used by the government and the public sector to:
- Ensure transparency and accountability of governance
- Meet the increased demand for digital services among citizens, to provide more simplified and high-quality services UIDAI has always been steadfastly aligned to this core objective.



# SOCIOLOGY OPTIONAL



with  
**Shweta Singh**

Timing: 2.00pm to 4.30pm  
(4 Days/Week)  
Mode: Online

Call:  
**KOLKATA: 88203 41777**

Call:  
**BHUBANESWAR: 99383 86166**

# KURUKSHETRA

## Table of Contents\*

### GENERAL STUDIES - II

- Rural Tourism
- Development of Rural Tourism
- Tourism for Aatma Nibhar Bharat
- North Eastern India

### GENERAL STUDIES - III

- Tourism Infrastructure Development
- Reviving Tourism Post Covid-19 Pandemic

APTI PLUS

\* The table of content is segregated as per its relevance with Mains Syllabus of CSE Examination.

\* The article mention under GS paper in table of content might be important for many other topics in GS Papers as well.

\* The details relevance of each article/Topics with respect to GS syllabus has been mention at the starting of each article.

## 01 RURAL TOURISM

### GS Syllabus Covered

**GS - II:** Government policies and interventions for development in various sectors and issues arising out of their design and implementation.

**GS - III:** Indian Economy and issues relating to planning, mobilization, of resources, growth and development.

### Introduction

- Any form of tourism that showcases the **rural life, art, culture, and heritage at rural locations**, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism.
- Rural tourism is **multi-faceted and entails agricultural tourism, cultural tourism, nature tourism, adventure and ecotourism**, which are all closely aligned.

### Tourism- A Catalyst to Economic Growth

- Tourism contributes to **substantial economic, social, cultural, educational, and political development**.
- Tourism has become one of the most important economic sectors in countries like India, producing significant national income and creating high employment opportunities.
- The tourism industry generates both direct and indirect employment.
- The travel and tourism Industry is one of the fastest growing industries globally, with a **growth rate of 3.5 percent vis-a-vis a global economic growth rate of 2.5 percent in 2019**.
- The sector contributed around **10.4 percent to global GDP, generated 330 million employees worldwide, and accounted for 27.4 percent of global services exports**.
- In 2019, the sector accounted for **8.8 percent of the total employment, 5.8 percent of the total exports, and 6.9 percent of GDP**.

### Swadesh Darshan scheme

- Swadesh Darshan Scheme is a Central Sector scheme launched in 2014-15 by the Ministry of Tourism and Culture for the integrated development of theme-based tourist circuits.
- The scheme aims to promote, develop and harness the potential of tourism in India.
- Under the Swadesh Darshan scheme, the Ministry of Tourism provides Central Financial Assistance – CFA to State Governments, Union Territory Administrations for the infrastructure development of circuits.
- This scheme is envisioned to **synergise with other schemes like Swachh Bharat Abhiyan, Skill India, Make in India etc.**

### Thematic circuits

- Under the Swadesh Darshan scheme, the Ministry of Tourism is developing thematic circuits in the country in a planned and prioritised manner.
- Under the scheme, 15 thematic circuits have been identified for development; namely, **North-East Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Sufi Circuit, and Tirthankara Circuit**.

### Other important government measures

- The Ministry of Tourism has taken several steps to promote tourism in a sustainable way.
- It has launched the **Swadesh Darshan and PRASHAD schemes** to improve its tourism infrastructure.
- The centre has also launched the "**Adopt a Heritage- Apni Dharohar Apni Pehchan**" project, aiming to improve and maintain visitor facilities at heritage sites, monuments, and other tourist attractions. Another significant milestone was the provision of e-Visas for nationals of 170 countries in five subcategories i.e. Tourist visas, e-Business visas, e-Medical visas, e-Medical Attendant visas, and e-Conference visas'.

## Island tourism

- NITI Aayog has taken up the holistic development of a few identified islands in the country.
- The final Site Potential Development Report has been prepared for four islands in Andaman and Nicobar (A&N), namely Smith, Ross, Long, and Aves Islands; and five islands in Lakshadweep, namely Minicoy, Bangaram, Thinnakara, Cheriyam, and Suheli Islands under the Coastal thematic circuit of Swadesh Darshan Scheme is implemented for the development of island tourism in the country.

## India's architectural heritage

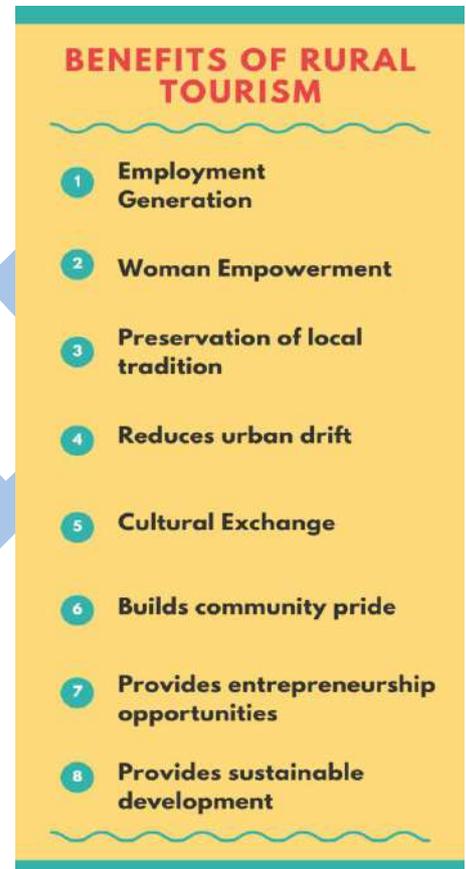
- India holds only a **1.2 percent share of the international tourism market (2019)** as against Spain (5.7 percent), the USA (5.4 percent), China (4.5 percent), the UK (2.7 percent) and Thailand (2.7 percent)
- Countries like the UK and USA have only 34 and 24 World Heritage sites, respectively, but their foreign exchange earnings from Tourism are much higher than India, which has 40 World Heritage sites.

## Importance of Tourism

- In most places of the world, tourism is a significant source of economic growth.
- Tourism has the potential to generate large-scale productive employment that is multifaceted in nature, ranging from highly skilled to semi-skilled.
- Presently, tourism also has a commercial volume that rivals or exceeds oil exports, food items, and automobiles.
- Tourism has grown to be one of the essential participants in international trade and one of the primary sources of income for many developing countries.

## Special Focus on Rural Tourism

- To make "Incredible India" an attractive tourist destination globally, new tourism goods and packages such as business tourism, health tourism, rural tourism, ecotourism, cultural tourism, pilgrimage tourism, adventure tourism, and sustainable tourism are being developed.
- The Ministry has developed a Draft National Strategy and Roadmap for Rural Tourism, which focuses on developing and promoting local products through tourism.



## National Strategy and Roadmap for Development of Rural Tourism

- It is an initiative towards Aatma Nirbhar Bharat - focuses on the following key pillars:
  1. Model policies and best practices for rural Tourism
  2. Digital technologies and platforms for rural tourism
  3. Developing clusters for rural tourism
  4. Marketing support for rural tourism
  5. Capacity building of stakeholders
  6. Governance and institutional framework
- The National Plan and Roadmap for Rural Tourism Development strive to prioritise rural tourism at the national level.
- Digital technologies and platforms provide new opportunities for rural entrepreneurs to improve their market access and financial inclusion.

## Way Forward

- The government should acknowledge the importance of rural tourism in India and provide stakeholders with a sustainable environment.
- Professional training should be imparted to the eligible people with the aim of making them duly qualified and competent with the requisite professional skills and help them to take up jobs as heritage tour guides in the tourism industry.

- Furthermore, the government should provide appropriate funding and cost-effective infrastructure to encourage the growth of rural tourism.

## 02 DEVELOPMENT OF RURAL TOURISM

### GS Syllabus Covered

**GS - II:** Government policies and interventions for development in various sectors and issues arising out of their design and implementation.

**GS - III:** Inclusive growth and issues arising from it.

### Introduction

- Rural tourism has a **high potential to stimulate local economic growth and social change** because of its complementarity with other economic activities, its contribution to GDP and job creation, and its capacity to promote the dispersal of demand in time and along a wider territory.

### Background

- The unique geography of India combined with its connectivity and adequate infrastructure offers a huge assortment of destinations, experiences, and activities for tourists from all walks of life.
- The natural beauty of the Indian subcontinent is unparalleled with beautiful snowy peaks, dense forests, pristine beaches, crystal clear lakes, golden deserts and vast green valleys.
- The landscapes are further enhanced by the contrast evident across the regions between the cold deserts of Leh to the sun-drenched desert dunes in Rajasthan.
- India has a diverse variety of flora and fauna which include many national parks, wildlife sanctuaries, tiger reserves and biosphere reserves**, which offer enchanting wildlife sightings.

### Government Interventions

- The Ministry of Tourism promotes India as a holistic 360 degrees destination on different experiential themes like rural, wellness, and culinary amongst others.
- Rural Tourism is one of the **Niche Tourism Products** promoted by the Ministry of Tourism.
- The promotions are undertaken through the Ministry's official website [www.incredibleindia.org](http://www.incredibleindia.org) and various social media platforms.
- The Ministry of Tourism supports the development of tourism infrastructure by its various schemes and initiatives, which currently include the **Swadesh Darshan Scheme and the PRASHAD Scheme**.
- The Ministry of Tourism had launched the **Swadesh Darshan Scheme (Central Sector Scheme)** for the integrated development of theme-based tourist circuits in the country in 2014-15.
- The Ministry of Rural Development (MoRD) launched **Shyama Prasad Mukherji Rurban Mission in February 2016** in an attempt to make the selected rural areas in form of the cluster, socially, economically, and physically sustainable regions by providing economic, social, and infrastructure amenities, thus leading to sustainable balanced regional development in the country.

**75 Azadi Ka Amrit Mahotsav**

**Pochampally in Telangana has been selected as one of the 'Best Tourism Villages' by UNWTO**

» Pochampally is Known for the exquisite sarees that are woven through a unique style called Ikat. This style, Pochampally Ikat, received a Geographical Indicator (GI Status) in 2004.

» Pochampally is also known as Bhoodan Pochampally to commemorate the Bhoodan Movement that was launched by Acharya Vinobha Bhave from this village on April 18th, 1951.

**G Kishan Reddy** Minister of Tourism, Culture and Development of North Eastern Region

Call: 080-2819987 | Instagram: @gkreddy | Facebook: /gkreddy | Twitter: @gkreddy | LinkedIn: /gkreddy | YouTube: /gkreddy | Website: www.gkreddy.com

## 03 TOURISM FOR AATMA NIBHAR BHARAT

### GS Syllabus Covered

**GS - II:** Government policies and interventions for development in various sectors and issues arising out of their design and implementation.

**GS - III:** Indian Economy and issues relating to planning, mobilization, of resources, growth and development.

### Background

- Since ancient times, India has been regarded as a paradise for tourists.
- The vast geography of India provides immense opportunities to develop different forms of tourism in India.
- In recent times, India has recognised many niche areas in tourism, rural tourism being one of them.
- According to the **United Nations World Tourism Organisation (UNWTO)**, rural tourism is a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, and sightseeing.

### India as the Hotspot for Rural Tourism

- The rural economy accounts for **46 percent of India's national income**, 68 percent of the total population, 64 percent of total expenditure, and 33 percent of savings.
- This vast expanse of the rural economy and the different geographical features, including deserts, mountains, plains, plateaus, islands, and coast, and four Biodiversity hotspots of a total of 36 in the world, results in the huge potential for rural tourism in India.
- Besides, India is rich in heritage and offers 40 World Heritage sites which are enough to attract tourists from any part of the world.

### Rural Tourism- Key to Aatma Nirbhar

- Rural tourism provides ample opportunities of self-reliance to the rural sector.
- Aatma Nirbhar Bharat which literally translates into self-reliant India is a vision to see India as a strong, independent, and locally driven economy which will be self-sustaining and self-generating.
- The rural economy is full of potential and rural tourism is one of them.
- The villages are repositories of the country's culture, tradition, crafts, heritage and agri-practices.
- Developing and promoting these local products through tourism can generate income and jobs in rural areas and empower local communities, youth, and women, fulfilling the vision of Aatma Nirbhar Bharat.
- Rural tourism will provide an enormous potential for entrepreneurship in rural areas.

### Boosting Rural Tourism

- The Ministry of Tourism has launched various programmes and initiatives to encourage rural tourism.
- The Ministry of Tourism has recognised rural tourism as a niche area of tourism and has been actively working to promote and develop the rural economy.



### Realising Atmanirbhar Bharat



Corporation to work for **industry, tourism, transport and marketing**



Will ensure **employment generation**



Will Increase **domestic production of goods and services**



Will **boost the development of human resources**



Will bring inclusive **socio-economic development of the entire region**

2/2

- Prior to the launch of the **Swadesh Darshan scheme, Product Infrastructure Development for Destinations and Circuits (PIDDC) was the major tourist infrastructure development scheme of the Government of India.**
- The Rural Tourism Infrastructure Development Component, which is part of the PIDDC specifically focused on the development of rural tourism in India.
- The Centre has recently drafted a Draft National Strategy and Roadmap for Rural Tourism, which centres on developing and promoting local products through tourism which will, in turn, result in the generation of income and jobs in rural areas.

### Challenges Faced by Rural Tourism

- Rural markets are often characterised by the rural population which is still poor and less literate than their urban counterparts.
- Absence of proper mode of surface transportation
- Lack of basic infrastructure, inadequate lodging and fooding
- Amusement facilities
- Inconsistent electricity
- Telecommunication problems

### Recommendations to Encourage Rural Tourism

1. Connectivity to the rural tourism destination is a major problem and should be the primary focus of the implementing agency.
2. Extensive advertisement through all forms of media (more specifically social media) should be an integral part of the rural tourism development programme.
3. Location of the rural tourism destination is also one point for the checklist of successful tourism destinations. The rural tourism projects should be in the vicinity of famous tourist spots so that it can attract more and more tourists.
4. Focus should be on creating an experience for the tourists instead of building monuments and hotels which cannot connect to the local vibe of the destination.
5. The Public-Private-Partnership (PPP) model for developing rural tourism destinations may be considered as an enabler for both the developers and investors for boosting tourism in rural areas.
6. For the successful implementation of rural tourism projects, the participation of local village Panchayat and local stakeholders is crucial.



## 04 NORTH EASTERN INDIA

### GS Syllabus Covered

**GS - II:** Government policies and interventions for development in various sectors and issues arising out of their design and implementation.

**GS - III:** Indian Economy and issues relating to planning, mobilization, of resources, growth and development.

### Introduction

- The North-eastern region of India is a **paradise for tourists from all over the world**.
- The seven sister states are full of beautiful places that attract tourists throughout the year.
- It is particularly noteworthy that several popular tourist destinations of the region are primarily located in rural settings, thus offering the visitor a different kind of experience of rural India.

### Rural tourist destinations

- Various destinations in the North-eastern region provide great relief to the large number of tourists.
- The following are brief introductions to some of the popular rural tourist destinations of the Northeast.

#### Assam: Sualkuchi, Hajo, Mayong, Jatinga

- The three popular rural destinations in Assam include Sualkuchi, Hajo and Mayong.
- Of them Sualkuchi and Hajo are in fact a twin destination just about 20 km west of Guwahati, each offering a different ambience altogether for the visitors to carry home.
- Hajo is a village of five religious shrines; four are Hindu temples, one a Sufi shrine.
- One of the Hindu temples is also an important place for Buddhist pilgrims.
- The Hayagriva-Madhava temple atop the Manikut hill is a Vishnu shrine built in the 10<sup>th</sup> century, with the Kalika Purana providing a great glorification of it.
- The other Hindu temples in Hajo are the Kedar and Kamaleswar temples atop the Madanachal hill, and the Kameswar temple atop the Gokarna Hill, the deity in all three being Shiva.
- Hajo also happens to be a centre of attraction for Buddhists. A



#### Meghalaya: Mawlynnong

- Mawlynnong is situated at Shillong, a beautiful village inhabited by the Khasi tribe, which has earned global fame as being one of the cleanest villages of the world.
- The village is locally referred to as **"God's Own Garden"**.
- It is also one of the finest examples of community-based ecotourism initiatives in India.
- Plastic, polythene and smoking are strictly prohibited here.
- Every Mawlynnong household also practises rainwater harvesting.
- Visitors can also have a bird's eye view of Bangladesh from the village perched on the southern edge of the Shillong plateau.
- The singledecker Nohwet Living Root Bridge is yet another unique attraction of Mawlynnong.

# MAWLYNNONG, MEGHALAYA

**Where else :** Club your trip with a visit to Shillong, Cherrapunji and the little picturesque village of Nongriat known for its living double-decker root bridge

**High-point**

Asia's cleanest village

Trek to the living root bridge in the neighbouring Riwai village

**Drivability**

About 172 kilometre from Guwahati. Enjoy 5 hours of luxuriant mountain scenery down its winding roads with patches of greenery and quaint village markets.

Monsoon visit when the place bursts with streams and orchids spring out of tiny crevices

**Trivia**

The village has cent percent literacy rate and the residents speak fluent English.

Lying on the Indo-Bangla border, get a fantastic view of the Bangladesh plains.

Locals clean up their own village. Handmade bamboo dustbins on every corner proof

## Arunachal Pradesh: Ziro Valley

- About 110 km from Itanagar is Ziro is a popular destination in Arunachal Pradesh.
- It is situated on the banks of the Pange river.
- Ziro is a musical valley comprising several ancient villages like Hong, Hari, Hija, Bula, Baro, and Siiro.
- Ziro Valley is home to several colourful Himalayan bird species nesting amid tall pine trees and wild flowering shrubs.
- The Valley is also a bird-watchers' paradise.
- Ziro also figures in India's Tentative List for **UNESCO's World Heritage Site**.

## Manipur: Andro

- Andro is located at about 25 km outside Imphal.
- It is a beautiful village in the foothills of the Nongmaiching hills.
- Andro is home to Manipur's first settlers, and that name is derived from 'handro' meaning "village of the people who came back."
- The villagers belong to the Loi community.
- The local residents are excellent potters and their pottery products have attracted worldwide attention.

## Nagaland: Khonoma

- Khonoma is one of Nagaland's most historic villages and is located at Kohima.

- The region is inhabited by people of the Angami tribe, one of the 18 tribes of the hill state, Khonoma, a 400-year-old village, was the scene of a series of fierce resistances against the British.
- Another interesting feature of Khonoma is the kharu – traditional gates leading the localities inhabited by the different khe/ (clans).

### Mizoram: Thenzawl

- Thenzawl is located about 90 km from Aizawl, the Mizoram capital.
- The Tropic of Cancer runs through this picturesque village, which is an important centre of traditional Mizo handloom industry and produces rich and colourful varieties of handloom fabrics.
- The drive on the winding mountain road to Thenzawl is amazing, providing spectacular views of clouds floating below it over rolling green hills.
- Thenzawl has several historical sites, as well as nature parks and waterfalls.
- Thenzawl also has a deer park, which is a mini zoo and the only park of its kind in the state, which particularly conserves the highly endangered Sambar Deer.

### Tripura: Matabari

- The Tripura Sundari Temple, located about 55 km outside Agartala, the state capital is one of the main attractions of Tripura.
- The Matabari temple is one of the 51 holy shakti peethas (shrine of the goddess of Shakti) in India as per Hindu mythology.
- At Matabari in Tripura fell the right foot of Mata Sati.

**05**

## TOURISM INFRASTRUCTURE DEVELOPMENT

### GS Syllabus Covered

**GS - II:** Government policies and interventions for development in various sectors and issues arising out of their design and implementation.

**GS - III:** Inclusive growth and issues arising from it.

### Introduction

- Infrastructure is not the engine but the wheels of economic development.
- Tourist infrastructure forms a vital basis for tourism development.
- Tourism thrives on mobility, which got absolutely restricted due to pandemic induced lockdowns that in turn proved to be the most severe blow on tourism in recorded history.
- United Nations World Tourism Organisation (UNWTO) estimates that internationally there were just 25 million tourist arrivals in 1950, ITA stood at a whopping 1.4 billion in 2019 (consider the year 2019 as the pre-pandemic reference point till when things were moving smoothly in the tourism sector) and it marked 10<sup>th</sup> consecutive year of sustained growth in ITA.

### Evolution of Tourism

- In the 16th century, the concept of 'Grand Tour' emerged in Europe, especially for educational purposes, along a well-designed circuit that touched famous centres of culture and philosophy accompanied by a tutor.
- A Grand Tour lasted for up to 3 years.
- As a concept it faded in the 19th century.
- From the 1960s the world witnessed a rapid growth of international mass tourism and its after effects.

### Platform of Tourism

- Jafar Jafari, a leading academic of Tourism Studies, identifies certain stages, or platforms, upon which the study of tourism has been based:
1. **The Advocacy Platform:** International mass tourism began to increase rapidly from the early 1960s.

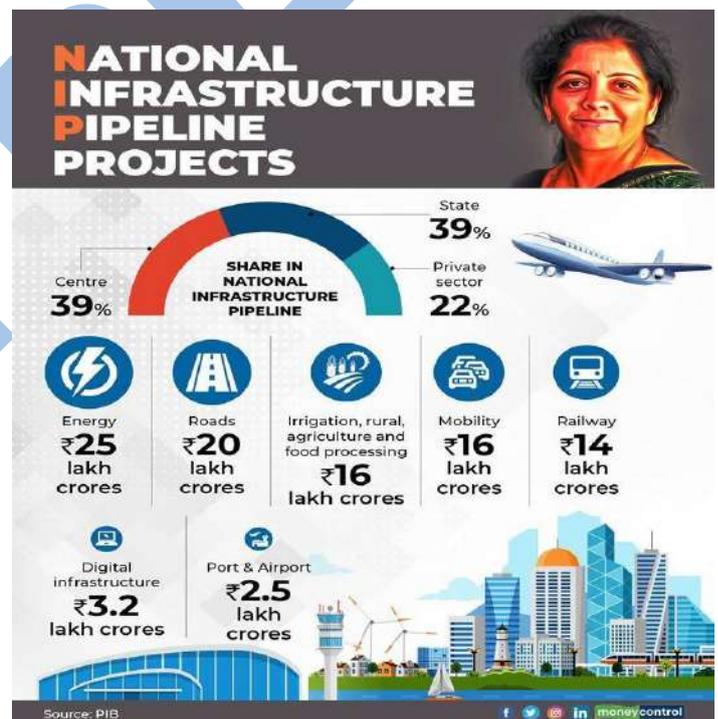
- At this time, tourism was seen primarily as an economic phenomenon, an expanding international business that as an important source of income and employment had the potential to generate economic growth in destination areas.
- The Cautionary Platform:** As international tourism grew in both scale and scope, so too did awareness of its negative consequences.
  - As a result, academic attention turned increasingly towards the study of the social, cultural and environmental impacts of travel and tourism.
  - A number of key writers argued for a more cautious approach to the promotion of tourism.
- Adaptancy Platform:** During the 1980s, as attention continued to focus on the negative impacts of mass tourism, and as a result a principal theme to emerge in the study of travel and tourism was that of Alternative Tourism, preparing the way for the emergence of the topic- Sustainable Tourism.

### Alternative tourism

- Alternative tourism was concerned with finding, literally, alternatives to mass tourism development that had been so roundly criticised from the 1970s onwards.
- Alternative tourism is an umbrella concept consisting of a variety of approaches: eco-tourism, agro-tourism, community tourism, ethical tourism, responsible tourism, sustainable tourism, etc.
- It aims at developing sustainable tourism strategies with more significant economic benefits for the host country.
- Rural tourism is a subset of alternative tourism.

### Tourism Indicators of India

- In 2019, the Prime Minister of India urged people to travel to at least **15 tourist destinations within India by 2022**.
- He said that their visits would boost tourism and will help to create better facilities in the destinations.
- In response to Prime Minister vision, the Ministry of Tourism in November 2019, launched the Dekho Apna Desh programme.
- In response to the pandemic, an economic package was announced on 12 May 2020.
- The term 'Aatma Nirbhar Bharat Abhiyan' or 'Self-Reliant India Mission' was first mentioned in this announcement.
- The concept of 'Aatma Nirbhar' in the context of tourism can be interpreted as an attempt to enhance domestic tourism within India.
- The 'Aatma Nirbhar' also aims at finding ways through which these outbound tourists can be motivated to prioritise India as their destination choice.



### Tourism Infrastructure Development

#### 1. Road Transport Infrastructure Initiatives

- Indian Roads are classified mainly into 7 types: National Highways, State Highways, District Roads, Village Roads, Border Roads, and Expressways.
- India has the lowest density of expressways in the world.
- Pradhan Mantri Gram Sadak Yojana is a project launched in 2000 aims to provide good all-weather road connectivity to all villages in India.
- Bharatmala is a road infrastructure project launched in 2015 undertaken by the Ministry of Road Transport and Highways.

#### 2. Water Transport Infrastructure Initiatives

- India is a land of rivers. It has a coastline of 7500 km; it has more than 15,000 km of navigable waterways.

- The Sagarmala Project launched in 2015 undertaken by the Ministry of Shipping calls for high quality roads to be constructed in the coastal areas, areas adjoining ports, ensuring development of coastal economic zones, and inland waterways.
- This project will also boost exports and employment.
- National Waterways are an important mode of transport for both passengers and cargo.
- The National Waterways Act, 2016 was enacted to realise the potential of inland water as a highly economical mode of transport.

### 3. Air Transport Infrastructure Initiatives

- Ude Desh ka Aam Naagrik (UDAN) was launched as a Regional Connectivity Scheme (RCS) under the Ministry of Civil Aviation in 2016, with the objective to develop the regional aviation market and to provide affordable, economically viable and profitable air travel on regional routes to the common man even in small towns.
- The scheme envisages providing connectivity to unserved and underserved airports of the country through the revival of existing air-strips and airports.
- The UDAN 4.1 focuses on connecting smaller airports, along with special helicopter and seaplane routes.

### 4. Multi-modal Connectivity

- The Gati Shakti - National Master Plan for Multi-modal Connectivity was launched in October 2021.
- Gati Shakti is a national master plan aimed at the coordinated planning and execution of infrastructure projects in India to reduce logistics costs.
- Gati Shakti is a digital platform that will bring 16 ministries and departments of the Government of India together.
- It is a Rs 100 lakh crore project for developing 'holistic infrastructure'.
- The existing infrastructure schemes under various ministries will be incorporated into this plan, including **Sagarmala, Bharatmala, UDAN scheme, inland waterways, etc.**

## Conclusion

- In order to develop a village as a tourist destination, the first step should be to identify the key strength of the village around which the theme of rural tourism can be developed.
- As a multi-sectoral activity involving multiple service providers, development of rural tourism will involve coordinated efforts from a diverse set of stakeholders like different ministries, industries, NGO and host community participation.
- Rural tourism is an area where a strong public-private partnership is of prime importance, particularly given the number of schemes under ministries beyond tourism.

**06**

## REVIVING TOURISM POST COVID-19 PANDEMIC

### GS Syllabus Covered

**GS - II:** Government policies and interventions for development in various sectors and issues arising out of their design and implementation.

**GS - III:** Inclusive growth and issues arising from it.

## Introduction

- The outbreak of COVID-19 has posed critical health challenges worldwide. As the world faced a global health emergency in March 2020, travel and tourism industries came to a halt. A deep decline in international travel led to a loss of about USD 1.3 trillion in export revenues, more than 11 times the loss during the last economic crisis in 2009.

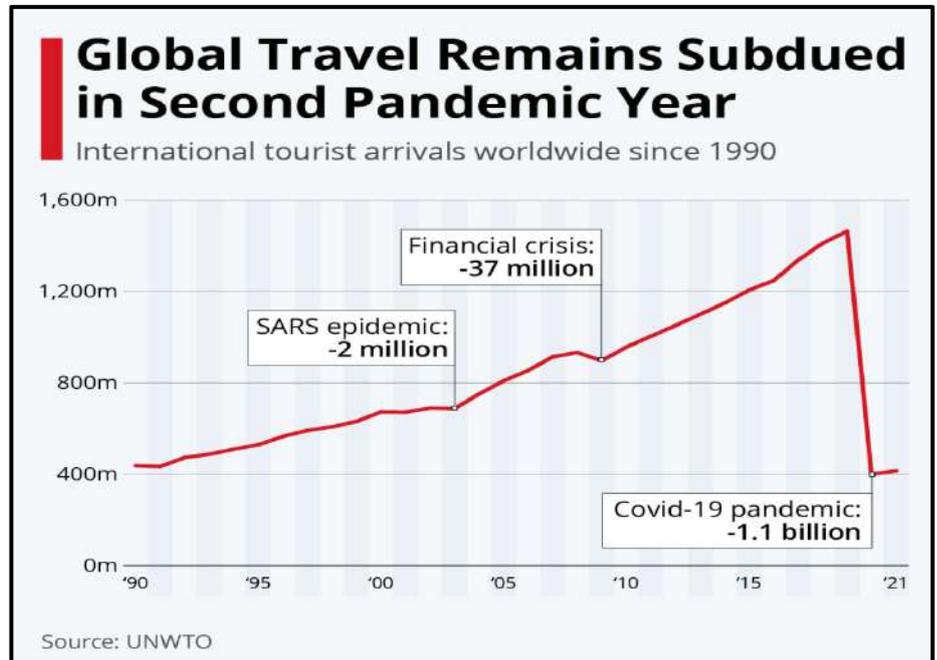
## Impact on Tourism

- According to the Ministry of Tourism, foreign tourist arrivals in March 2020 were almost 66 percent lower compared to the tourist arrivals in March 2019.
- Travel and Tourism have historically significantly contributed to GDP accounting for 10.3 percent of the global economy in 2019 (World Travel and Tourism Council).

- In India alone, it has been estimated that there were around 40 million direct and indirect job losses in the travel and tourism industry, with overall losses to the sector estimated to be to the order of USD 16.7 billion.

### RESPOND approach

- A study by Pandey et al. (2021) recommends a RESPOND approach – an acronym for Restart Travel, Establish Protocols, Stimulate Demand, Promote Coordination, Operationalise the New Normal, Nurturing New Options, and Develop Digital Solutions – to combat and mitigate the impact of COVID-19 pandemic and take concrete steps towards sustainable recovery.
- Several studies have also proposed a charter for sustainable tourism recovery post-pandemic that lists measures such as social distancing, travel and entry restrictions, use of personal protection equipment, safety measures to improve overall medical and health situation, demand monitoring for anticipating changes in tourist behaviour, and widespread use of digital technologies.



### Four important takeaways emerge from these studies:

- First, understand the new market trends
- Second, rebuild a safe, resilient and inclusive tourism ecosystem on the basis of prevailing consumer sentiments
- Third, rethink tourism to leverage growing interests in areas such as eco-tourism
- Fourth, focus on both domestic and international tourism.

### Government initiatives and programmes

- The Union government introduced new initiatives and programmes for revitalising the tourism industry in India.
- The Union Budget 2022-23 has allocated Rs 2,400 crore to the Ministry of Tourism, which is 18.42 percent higher than the allocation made in the previous budget.
- An Emergency Credit Line Guarantee Scheme (ECLGS)** was extended up to March 2023 for COVID-19 affected sectors which will not only accelerate the revival of the tourism sector but also create new jobs.
- The government is also geared up to welcome tourists in India with recent announcements that visas would be given for free to the first five lakh tourists.
- Additionally, the Ministry also extended e-visa facilities for travellers from 156 countries.
- The Prime Minister's 'Vocal for Local' and 'Aatma Nirbhar Bharat' initiatives have been effective in promoting domestic tourism and the local economy.

### Other important measures

- In order to enhance the trust and confidence of travellers, the Ministry of Tourism and the Quality Council of India designed an innovative programme called **System for Assessment, Awareness and Training for Hospitality Industry (SAATHI) in 2020** to implement policies and standard operating procedures (SOPs) for the safe operation of restaurants, hotels, and other such establishments.
- The Ministry founded a **National Tourism Task Force** for the revival of the tourism and hospitality sector and released a National Tourism Policy to support tourism, strengthen tourism support functions, and develop tourism sub-sectors.

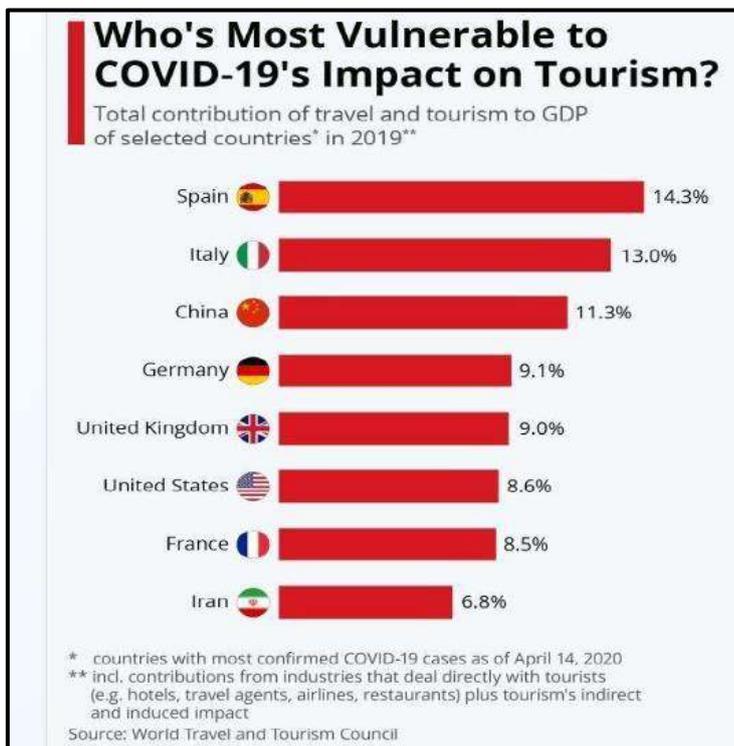
- The Ministry launched a **24/7 toll-free tourist information helpline in 12 international languages to assist domestic and international tourists.**
- The introduction of **400 new Vande Bharat trains** and the construction of **25,000 km of new expressways will further improve last-mile connectivity to tourist destinations across India.**

### Tourism related to Ayush and wellness

- While the pandemic had a visibly negative impact on tourism, it has opened the possibility for niche **tourism related to Ayush and wellness.**
- The pandemic has increased awareness about holistic well-being and building immunity as a complement to curative health interventions and has further facilitated the global positioning of the Ayush system of medicine.
- Indian travel start-ups have utilised this opportunity to promote travel for wellness which has gained popularity in the last few years.
- Ayush is also an important part of the **'Heal in India' campaign** for promoting medical value tourism to India.

### Way forward

- The road to recovery for tourism and travel will require innovation and collaboration.
- It is imperative to note the extensive potential in India in the fields of environment, spiritual, education and medical tourism.
- The government goal remains to fully utilise the country's scope of contribution in this sector and make it the number one global tourist destination.
- All stakeholders in the industry must work together to make the industry sufficiently resilient to deal with the crisis.



Test yourself through biggest All India IAS Mocks before UPSC tests you and find where you stand amongst the real competition.

**ALL INDIA UPSC CSE MAINS OPEN MOCK TEST SERIES 2022**

### TEST DATES

MOCK 01 <b>ESSAY</b> 18 AUGUST 2022 9 AM to 12 PM	MOCK 02 <b>GS-I</b> 19 AUGUST 2022 9 AM to 12 PM	MOCK 03 <b>GS-II</b> 19 AUGUST 2022 2 PM to 5 PM
MOCK 01 <b>GS-III</b> 20 AUGUST 2022 9 AM to 12 PM	MOCK 01 <b>GS-IV</b> 20 AUGUST 2022 2 PM to 5 PM	