

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:2904
ANSWERED ON:22.08.2006
INDIA BRAND EQUITY FOUNDATION
Bishnoi Shri Kuldeep

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) Whether India Brand Equity Foundation(IBEf) constituted in 1996 to promote indigenous commodities in foreign countries through advertisements, has failed to achieve its objectives;
- (b) If so, the reasons therefor;
- (c) The success achieved in improving the quality of agricultural, dairy and other products as per international standards; and
- (d) New steps taken by the Government for proper utilization of this fund?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY(SHRI JAIRAM RAMESH)

- (a) India Brand Equity Foundation was constituted in 1996 with the prime objective to project the strength of Indian products and services and of the Indian economy in the international markets. IBEF has been successful in promoting, positioning and projecting India to build positive economic perception globally.
- (b) Does not arise.
- (c) IBEF has been promoting overall India branding so far. It is only recently that it has started working with sector specific organizations viz. Handicrafts, Leather etc.
- (d) The Government of India entered into an agreement with CII to give a new focus and professional management of IBEF. Ministry of Commerce and Industry and Confederation of Indian Industry signed an MoU in October 2002 and since then several initiatives have been taken by the management team of the IBEF to strengthen the objectives of IBEF and several groups have been formed and initiatives taken in the last four years.