Government of India
Ministry of External Affairs
(Diaspora Engagement Division)
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GUIDELINES FOR KNOW INDIA PROGRAMME (KIP)

1. INTRODUCTION

The Know India Programme (KIP), launched in 2003–04, is an engagement initiative of the Government of India with the youth members of the Indian diaspora with the view to strengthen their connect with their ancestral roots in India as well as to showcase and disseminate information pertaining to contemporary India's spectacular growth and development in diverse domains as the country marches towards Viksit Bharat @2047. The objective of the Programme is also to motivate the Indian diaspora youth to participate in India's developmental journey and contribute in all possible manner.

The KIP is a streamlined mechanism of the Government to engage with individuals of Indian origin between the ages of 18 and 28 years with specific differentiated focus on the two age categories: 18–23 years and 24–28 years, for which separate editions are conducted with the view to make the Programme more attractive and popular amongst the Participants. The Programme content for each of the above two cohorts of participants seeks to broadly familiarize the participants with India and promote awareness about diverse facets of the Indian life, cultural heritage, art and contemporary developments in the country.

The Programme is open to youth of Indian origin, including Persons of Indian Origin (PIOs), Overseas Citizens of India (OCIs), and Non-Resident Indians (NRIs), particularly those who have not previously visited India. Special preference is accorded to NRIs residing in the Gulf region, as well as participants from Girmitiya countries.

2. MAIN ELEMENTS OF KIP

KIP is focused on dissemination of information pertaining to India's contemporary polity, economy, history, culture, governance architecture, development trajectory and evolving global role. Its content has been specially curated to adapt to the distinct interests of the two cohorts, namely Scholars & Innovators (18–23 years) and Young Professionals (24–28 years).

Scholars & Innovators (18–23 Years)

i. Exposure to India's innovation and entrepreneurship ecosystem through interactions with start-ups, incubators, entrepreneurs and industry leaders, including institutions such as T-Hub, IITs, IIMs, ISRO, BARC and other premier scientific and research organisations.
ii. Interactive sessions and discussions on public policy, innovation, governance, economic development and flagship national initiatives such as Digital India, Skill India, Startup India and Aatmanirbhar Bharat.
iii. Immersion programmes and peer-learning opportunities through interactions with faculty, students, researchers and young innovators at prestigious universities, colleges, and institutes.
iv. Demonstrating India's achievements across diverse sectors including Science & Technology, Information Technology, Space Research, Infrastructure, Digital Public Infrastructure, Education, Agriculture and Tourism.
v. Visits to places of historical, cultural and civilizational importance, including iconic heritage sites such as the Red Fort, Qutub Minar, Taj Mahal, Khajuraho Temples, Konark Sun Temple, Bodh Gaya and the ghats of Varanasi, among others.
vi. Familiarisation with India's rich cultural and civilizational heritage through exposure to Yoga, Ayurveda, classical music and dance, regional traditions and cultural performances.
vii. Visits to at least two States/Union Territories to provide participants with an immersive experience of India's regional, linguistic and cultural diversity.

Young Professionals (24–28 Years)

i. Exposure to key institutions of democracy, governance and policymaking such as the Parliament of India, Rashtrapati Bhavan, Election Commission of India, Reserve Bank of India, NITI Aayog, UIDAI, NPCI, and MP-IDSA, along with interactions with high dignitaries and policymakers.
ii. Showcase India's achievements across diverse sectors including Science & Technology, Information Technology, Space Research, Infrastructure, Digital Public Infrastructure, Education, Agriculture and Tourism.
iii. Exposure to India's innovation and entrepreneurship ecosystem through interactions with start-ups, entrepreneurs and industry leaders.
iv. Interactive sessions and discussions on public policy, governance, economic development and India's evolving global role.
v. Visits to places of historical, cultural, and civilizational importance, including UNESCO and other iconic heritage sites across India.

vi. Exposure to India's rich cultural and civilizational heritage through experiences in Yoga, Ayurveda, classical music and dance, regional traditions, and cultural performances.

vii. Visits to at least two States/Union Territories to provide participants with an immersive experience of India's regional, linguistic and cultural diversity.

3. ARRANGEMENTS

i. Indian Missions/Posts will extend air passage for participants from their countries of residence to India and back, with Government of India bearing 90% of the airfare; the remaining 10% will be borne by the participants.

ii. Participants will also be provided local hospitality, including boarding/lodging in designated hotels and internal transportation within India, including airport transfers.

iii. Gratis visas will be issued to selected participants by the concerned Indian Missions/Posts abroad.

4. ELIGIBILITY CRITERIA

i. **Age:** The programme is open to youth of Indian origin, including Persons of Indian Origin (PIOs), Overseas Citizens of India (OCIs), and Non-Resident Indians (NRIs). Participants have been grouped into two cohorts based on age, namely 'Scholars and Innovators' and 'Young Professionals', with eligibility determined as on the first day of the month in which the programme is scheduled to commence.

- Scholars and Innovators: **18–23 years**
- Young Professionals: **24–28 years**

ii. PIO applicants must provide their OCI card number or PIO card number, or that of their parents or grandparents. In the absence of documentary proof of Indian origin, the applicants must submit a written undertaking affirming their Indian origin, duly attested by the DCM/DCG or the HOM/HOP of the concerned Indian Mission/Post.

iii. Non-Resident Indians (NRIs) are eligible to apply under the programme. Preference will be accorded to NRIs residing in the Gulf region and those who have not visited India previously. NRI applicants must provide proof of Indian citizenship/residency abroad to qualify for NRI status as prescribed by the Government of India.

iv. The Programme shall have a total intake of 25 participants per cohort in each edition, selected in accordance with the prescribed eligibility and selection criteria.

v. **Previous participation**: The applicant must not have participated in any previous edition of the Know India Programme or in any other programme organized and funded by the Ministry of External Affairs, or by any other Ministry/Department of the Government of India or a State Government in India.

vi. **Educational Qualification:** The minimum qualification required for participants in the "Scholars and Innovators" cohort is 12th Class Graduation from a school/institution recognized by the host Government. The minimum qualification required for participation of "Young Professionals" cohorts in the Programme is Graduation from a recognized University/Institute.

vii. **Language:** Applicants must be proficient in spoken English and should have either studied English as a subject at the High School level or completed their undergraduate education with English as the medium of instruction.

viii. The applicants who have not visited India before will be given preference.

5. DURATION

Separate editions of the Programme will be conducted for the two distinct cohorts with each edition comprising of 25 participants, as follows:

- 18–23 years: Scholars and Innovators (2 weeks including travel time, 25 participants)
- 24–28 years: Young Professionals (2 weeks including travel time, 25 participants)

6. INTERNATIONAL MEDICAL AND TRAVEL INSURANCE

All KIP participants will be required to submit a valid comprehensive international travel and medical insurance policy covering the entire duration of their stay in India.

7. SUBMISSION OF PROGRAMME REPORT BY THE SELECTED PARTICIPANTS

For successful completion of the KIP, participants will be required to submit a 750–1000-word Programme Report outlining their experiences and insights gained during the programme. The report shall comprise of key takeaways of the KIP and how the programme has helped the participants acquire a better understanding of contemporary India and its rich cultural legacy.

Participants will be awarded certificates upon completion of each edition of the programme.

8. ROLE OF INDIAN MISSIONS/POSTS

i. Indian Missions/Posts shall recommend to the Ministry, candidates who fulfil all prescribed eligibility criteria.

ii. The Head of Indian Missions/Posts or DCM/DHC/DCG will certify that the applicant is a Person of Indian Origin in the absence of any proof of Indian origin.

iii. Indian Missions/Posts will arrange return air tickets for participants prior to their departure for India, bearing 90% of the airfare and collecting 10% of the total airfare from the participants. Indian Missions/Posts shall also obtain a signed written undertaking from the participant that he/she will reimburse to the Indian Mission/Post the amount spent on airfare by the Government of India in case he/she does not complete the KIP.

iv. Payment of airfare and issuance of visas by the Indian Missions/Posts abroad to the selected participants will be processed only upon submission of medical fitness reports/certificates issued by recognized doctors to the latter confirming the participants' ability to undertake long and extended-duration travel, along with a copy of valid travel and medical insurance policies covering the entire duration of their stay in India. Submission of these documents is mandatory prior to the issuance of air tickets and visas.

v. Indian Missions/Posts will conduct a pre-departure orientation session/briefing for selected participants to explain the objectives and purpose of the KIP, key programme components, and the applicable guidelines, including the do's and don'ts during the visit.

9. CRITERIA FOR SELECTION OF PARTICIPANTS

i. The Programme is open to PIO youth and eligible NRIs from all over the world, with preference accorded to youth members of Indian origin from Girmitiya countries, as well as NRIs residing in the Gulf region.

ii. Interested applicants for the programme must fall within the following age categories as on the first day of the month in which the programme is scheduled to commence:
   - Cohort 1, named 'Scholars and Innovators': 18–23 years
   - Cohort 2, named 'Young Professionals': 24–28 years

iii. If for any reason, the confirmed KIP candidate drops out before the commencement of the specific edition of the KIP, the slot will be offered to the candidates in the reserve list.

10. ROLE OF MINISTRY OF EXTERNAL AFFAIRS (MEA)

i. Constitution of a Committee for selection of participants in accordance with the guidelines. Selection of participants for each edition of KIP will be done from the candidates recommended by the Indian Missions/Posts, while also considering that preference needs to be accorded to candidates from Girmitiya countries and eligible NRIs, particularly from the Gulf region.

ii. Ministry will maintain a reserve list of 10 candidates for each edition of the KIP to fill-in vacant slots in case any of the selected participants cancels his/her visit. Ministry would strive to fulfill the quorum of 25 participants for each edition of the KIP.

iii. Ministry will draw up the programme for each edition of the KIP and coordinate with the concerned institutions and organisations for the smooth conduct of the programme.

iv. Ministry will designate a Nodal Officer for coordinating the programme within the State.

v. Ministry will select an Event Management Company (EMC) for the successful conduct of the KIP programme. The EMC will coordinate the required logistical arrangements, including hotel accommodation (on twin-sharing basis) and local transportation (Volvo AC coaches for local transportation) for the participants.

vi. Ministry will coordinate with local authorities in the State(s) Governments to make protocol, security and any other arrangements required for the participants during outstation visits.

vii. Ministry will convene a Valedictory Session chaired by a Senior Official, during which Certificates of Participation will be distributed to the Participants.

viii. Details of the Programme will be posted on the websites of the respective Indian Missions/Posts, as well as on the social media platforms of the Diaspora Engagement Division of this Ministry and Indian Missions/Posts.

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