

Chalo India Global Diaspora Campaign

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The Chalo India initiative was launched by the Ministry of Tourism for members of the Indian diaspora to become Incredible India ambassadors by encouraging their non-Indian friends to visit India, every year. Till date, 30 e-tourist visas, have been issued under the said initiative.

The objective of the initiative is to promote the tourist destinations and products of the country, including the lesser-known destinations and cultural heritage sites, with the aim of increasing India's share in the global tourism market. Ministry of Tourism undertakes tourism promotional activities in potential source markets overseas in association with the Indian Missions overseas, travel trade industry and the State Governments/UT Administrations to enhance tourist footfalls to the country.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

Sunil Kumar Tiwari

tourism4pib[at]gmail[dot]com

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