

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†1234  
ANSWERED ON 28.07.2025**

**CHALO INDIA GLOBAL DIASPORA CAMPAIGN**

**†1234. SMT. SHOBHANABEN MAHENDRASINH BARAIYA:**

**Will the Minister of TOURISM be pleased to state:**

- (a) the number of visas issued under the Chalo India Global Diaspora Campaign;**
- (b) the number of foreign tourists along with the NRIs visited India through the suggestions provided under this campaign;**
- (c) the role of said campaign in promoting lesser known tourist destinations and cultural heritage sites;**
- (d) whether the Government has any new initiatives or expansion plans to be undertaken in the future under this campaign to further strengthen the participation of NRIs and increase the number of tourists visiting the country; and**
- (e) if so, the details thereof?**

**ANSWER**

**THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)**

**(a) to (e): 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.**

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