

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1430 #
ANSWERED ON 31.07.2025

CHALO INDIA GLOBAL DIASPORA CAMPAIGN

1430 # SHRI SUBHASH BARALA:
SHRI MAYANKKUMAR NAYAK:

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

- (a) the number of visas issued so far under the Chalo India Global Diaspora Campaign;
- (b) the number of foreign tourists other than Non-Resident Indians (NRIs) who have come to India due to the suggestions given under this campaign;
- (c) the role of this campaign in promoting lesser known tourist destinations and cultural heritage sites;
- (d) whether there are any new initiatives or expansion plans proposed in the future under this campaign to further strengthen the participation of NRIs and increase the number of tourists coming to 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.
