

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.4464#
ANSWERED ON 02.04.2026

SKILL DEVELOPMENT AND CHALO INDIA

4464 # SHRI AMAR PAL MAURYA:
SHRI RAJIB BHATTACHARJEE:
SHRI KESRIDEVSINH JHALA:
SMT. MAYA NAROLIYA:
SHRI DEEPAK PRAKASH:
SMT. SADHNA SINGH:
SHRI CHUNNILAL GARASIYA:
SHRI UJJWAL DEORAO NIKAM:

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

- (a) whether the Ministry has successfully launched the pilot project to train 10,000 tour guides in collaboration with IIMs;
- (b) how 'Chalo India' Global Diaspora Campaign would convert 1 lakh free e-visas into actual tourist arrivals by 2026;
- (c) the details of specific curriculum changes which are being implemented to transition the National Council for Hotel Management into a National Institute;
- (d) whether the Dekho Apna Desh People's Choice 2024 winners' ceremony held in February, 2026 has incentivised students towards tourism education; and
- (e) if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Union Budget 2026 announced pilot scheme for Upskilling 10000 guides in 20 iconic tourist sites across India, through 12 weeks structured academic and field training program aligned with National Skills Qualifications Framework (NSQF) & National Credit Framework (NCrF) in terms of quality, outcome and certification. This upskilling of tourist guides is to develop professionally trained, knowledgeable, responsible Guides in the country.

This programme is in collaboration with different stakeholders like Indian Institute of Tourism & Travel Management, Indian Institute of Management, Archeological Survey of India, Ministry of Skill Development & Entrepreneurship and other stakeholders. The training is conducted in financial year 2026-27.

(b): 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. The objective of this initiative is to increase India's share in the global tourism market, to promote the tourist destinations and tourism products of the country. The 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 footfall to the country.

(c): The Union Budget 2026 announced to set up a National Institute of Hospitality (NIH) by upgrading the existing National Council for Hotel Management and Catering Technology (NCHMCT) to align academia, industry and Government as per the current demand of Hospitality industry. The updation of the curriculum of NCHMCT is an evolving process to keep the courses & curriculum relevant with the ever-evolving global trends and hospitality industry.

(d): The Ministry of Tourism launched 'Dekho Apna Desh, People's Choice 2024' to understand the pulse of 'Bharat ki Janta', on 7th March 2024 in Srinagar, the first-ever nation-wide IP (Intellectual Property). The aim of this nation-wide poll was to engage with citizen to identify most preferred tourist attractions and understand tourist perceptions across 5 tourism categories - Spiritual, Cultural & Heritage, Nature & Wildlife, Adventure and others.

The Ministry of Tourism also rolled out the Dekho Apna Desh (DAD) Hand Written Brochure Contest for students from Kendriya Vidyalaya (KV) and Navodaya Vidyalaya (NV) to make students become aware of the tourism attractions present in their District. The students were encouraged to visit the ASI monuments and other destinations in and round their school.

The following activity were undertaken during this initiative:

- The Ministry of Tourism organised the Tourism Education Expo 2026 in around 10 states with the objective to create awareness among school students & their parents about career opportunities in Hospitality and Tourism.
- The career counselling sessions, interaction with key personalities of Tourism & Hospitality, Campus tour of institutes etc. were undertaken to promote the premier institutions of Tourism and Hospitality education under Ministry of Tourism.
- Preparation of hand written promotional brochure of 2 to 4 pages for the DAD school contest. Around 2000 hand written brochures were prepared by the students.
- The winner schools and students were felicitated in the Winner's ceremony organised in various states from February 2026 onwards.
- On the spot competitions like drawing of favorite monument, Fireless cooking, quiz competition on tourism etc. were also held.

The Tourism Education Expo as well as Dekho Apna Desh hand written brochure making competition encouraged students towards tourism education.
