

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1354
ANSWERED ON 27.07.2026**

OVERSEAS INDIANS TO PROMOTE TOURISM

1354. DR. THIRUMAAVALAVAN THOLKAPPIYAN:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government had any interaction with overseas Indians to promote Tourism through them in the country;**
- (b) if so, the details thereof;**
- (c) whether the Government has any programme to involve the general public in attracting foreign tourists to the country; and**
- (d) if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): The Ministry of Tourism in collaboration with State Governments, Indian Missions and stakeholders undertakes various promotional activities in important and potential tourist generating markets with the objective to promote tourism to the country. These activities include tourism roadshows, food festivals, trade meetings, familiarization (FAM) trips, diaspora engagement and outreach programmes with tour operators, industry stakeholders and media.

The Ministry launched the Chalo India Campaign in 2024 to encourage the Indian diaspora, to promote India as a tourist destination by motivating foreign nationals to visit India. Further, the Ministry regularly collaborates with social media influencers and content creators to promote country's tourist destinations through its digital and social media platforms.
