



CHALO INDIA: NATIONAL ISSUES

NEWS: 100,000 visas for free! How foreign tourists can get them under Chalo India

WHAT'S IN THE NEWS?

India's "Chalo India" campaign offers free e-visas to friends of OCI cardholders to boost international tourism, leveraging the Indian diaspora's network. The initiative aims to increase inbound tourism, especially from the UK, and promote India's cultural diversity globally.



Free Visas for “Friends” of OCI Holders

- First-of-its-kind initiative offering free e-visas to friends of Overseas Citizen of India (OCI) cardholders.
- Each OCI cardholder can nominate up to five friends, with a total cap of 100,000 free e-visas.
- Nominees receive a special code for visa redemption after registration and verification through a dedicated portal.

Target Audience and Significance

- Aimed at leveraging the Indian diaspora, especially the UK, India's third-largest inbound tourism market with nearly 1.9 million visitors.
- Supports PM Modi's call to OCI holders to promote India as a travel destination.

India's Pavilion at WTM London

- India's pavilion at the World Travel Market (WTM) London showcases cultural themes like MICE, Mahakhumbh, and wedding tourism.
- Features a “Mandapam” setup to offer visitors a glimpse of traditional Indian weddings.

Expected Impact

- The “Chalo India” campaign aims to increase tourist numbers and promote India's global image.
- Builds on the existing 9.5 million foreign visitors in 2023, including 0.92 million from the UK.

Source: https://www.business-standard.com/finance/personal-finance/100-000-visas-for-free-how-foreign-tourists-can-get-them-under-chalo-india-124110601505_1.html