

High Commission of India
Kuala Lumpur

Become Incredible India's Brand Ambassador
Prime Minister Narendra Modi launches CHALO INDIA-Global Diaspora Campaign

Prime Minister of India Shri Narendra Modi today launched a Global Diaspora Campaign - CHALO INDIA – during his visit to Srinagar in Jammu and Kashmir where he also dedicated over 800 million USD worth developmental programs for Jammu and Kashmir. The launch of Chalo India Global Diaspora Campaign by Prime Minister Narendra Modi is aimed to enable Indian diaspora to become Incredible India Ambassadors.

With more than 30 million overseas Indians, the Indian diaspora serves as a powerful catalyst for Indian tourism, acting as India's Cultural Ambassadors. Prime Minister Narendra Modi also called on the Indian diaspora members globally including Malaysia to encourage at least 5 non-Indian friends to travel to India, under the Chalo India Global Diaspora Campaign. Prime Minister also unveiled a Chalo India website (chaloindia.gov.in) on this occasion. The website will be open to India diaspora in phases to explore and register their interest from March 7th , 2024 onwards.

A special event to witness virtually the launch of Chalo India Global Diaspora Campaign by Prime Minister Shri Narendra Modi was organised by High Commission of India in Malaysia at the Netaji Subash Chandra Bose Indian Cultural Center in Brickfields. High Commissioner Mr B N Reddy addressed the gathering and encouraged Indian diaspora to participate in the Chalo India campaign and reminded them of the Prime Minister's clarion call to encourage at least 5 non-Indian friends to travel to India.

Dato Pardip Kukreja, President Tara Foundation, Mr Prabhakaran Nair, Malaysia India Heritage Society & Dato' A. Aruldas, President, Malaysian Indian Tour and Travel Association (MITTA) and Mr N Murali, President, Bharat Club spoke on the occasion. The launch event was witnessed by over 100 indian diaspora members.

High Commissioner also congratulated Dato Pradip Kukreja, for leading a 10-member team on Malaysia-Bharat Friendship Expedition, from tomorrow, covering 22 destinations in India over next 35 days. This becomes the first group from Malaysia visiting India coinciding with Chalo India Global Diaspora Campaign.

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Kuala Lumpur