

**Embassy of India
Djibouti**

Press Release

Chalo India Global Diaspora Campaign Launch

Embassy of India, Djibouti organized a live telecast for Indian Diaspora of 'Chalo India Global Diaspora campaign' launched by Hon'ble Prime Minister of India Shri Narendra Modi on Thursday, 7th March, 2024 at the multipurpose hall of the Embassy. 'Chalo India campaign' is a key initiative of the Ministry of Tourism, Government of India to promote *Jan Bhagidari* in order to enable Indian Diaspora members to become Incredible India Ambassadors to internationally promote tourism to India. The program was attended by about 45 members of the Indian Diaspora, Mission officials and their families. Mr. Nalin Kothari, former Honorary Consul of India to Djibouti and recipient of Pravasi Bhartiya Samman, also joined the programme.



The live telecast commenced with the Hon'ble Prime Minister launching the web-link of 'Chalo India' and various other schemes of the Government of India. Two short videos for Chalo India campaign, and the development of the Jammu & Kashmir in recent years were also played during the programme. Hon'ble Prime Minister also interacted with the young entrepreneurs from the state of Jammu & Kashmir who have benefited from various schemes of the Government of India to develop the small scale businesses.



The programme concluded with discussion by the Ambassador with the members of Diaspora who were encouraged to make the Chalo India Campaign a success in Djibouti.
