

रश्मि वर्मा, भा.प्र.से.
Rashmi Verma, IAS



सचिव
भारत सरकार
पर्यटन मंत्रालय
नई दिल्ली
SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF TOURISM
NEW DELHI

D.O. No. 2.TT.I(37)/2014.Pt.

Dated: 31.05.2017

Dear Ambassador/High Commissioner,

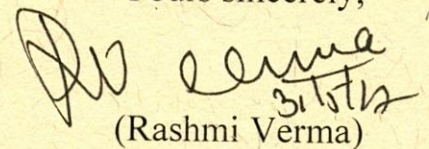
The Ministry of Tourism, Government of India has taken a major initiative to facilitate visits of foreign tourist visiting India. This relates to availability of tourists information and assistance while traveling in the country through introduction of 24x7 Toll Free Multi-Lingual Tourist Help Line.

2. The Ministry of Tourism has launched the 24x7 Toll Free Multi-Lingual Tourist Help Line in 12 International Languages including Hindi & English. This service is available on the toll free number 1800111363 or on a short code 1363 and operational 24x 7 (365 days in a year) offering a "multi-lingual helpdesk". The languages handled by the Tourist Helpline include ten International languages namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish. The objective of this multi-lingual helpline is to provide information relating to travel and tourism in India to the domestic and international tourists. The helpline also advises callers during the times of distress, if any, while travelling in India and alerts the concerned authorities, if required. This is a unique endeavour by Ministry of Tourism, Government of India which gives the foreign tourists a sense of safety and security during their travel in India. This toll free 24x7 multilingual tourist helpline has been declared as winner of the Outlook Traveller Award 2017 for "**Best New Tourism Initiative**".

3. It will be highly appreciated, if this facility could be given wide publicity by our Missions abroad for benefit of visitors to India from those countries so that they feel at home and their visit to India becomes meaningful and enjoyable.

With regards,

Yours sincerely,


(Rashmi Verma)

Ambassadors/High Commissioners of India,
Indian Missions Abroad.