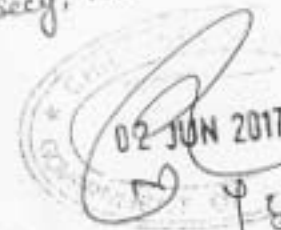


रश्मि वर्मा, भा.प्र.से.
Rashmi Verma, IAS



कर्मभेद जगते

Pr. Secy, Tourism



सचिव
भारत सरकार
पर्यटन मंत्रालय
नई दिल्ली

SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF TOURISM
NEW DELHI

FTS-77946/2017

Dated: 31.05.2017

D.O. No. 2.TT.1(37)/2014.Pt.

Dear Chief Secretary,

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 tourist 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 24x7 (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 Traveler Award 2017 for "Best New Tourism Initiative".

3. It will be highly appreciated, if this facility could be given wide publicity in your State for benefit of visitors to various tourist sites across the country so that their visit becomes meaningful and enjoyable.

With regards,

Yours sincerely,

(Rashmi Verma)

The Chief Secretary,
All States Governments / UT Administrations

LBN
5/6/17