

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†1177
ANSWERED ON 19.09.2020**

DEKHO APNA DESH SCHEME

†1177. SHRI NIHAL CHAND:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to launch 'Dekho Apna Desh' scheme across the country;**
- (b) if so, the details thereof and the details of the amount proposed for this along with the details of targets fixed for this purpose;**
- (c) the States/areas proposed to be included in the scheme;**
- (d) whether the Government has included the places of Rajasthan also in the scheme;**
- (e) if so, the details thereof, district-wise and if not, the reasons therefor; and**
- (f) the time by when these are likely to be included in the scheme?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (f): The Ministry of Tourism has launched the Dekho Apna Desh initiative in January 2020 under the scheme of Domestic Promotion & Publicity including Hospitality with the objective of creating awareness among the citizens about the rich heritage and culture of the country including Rajasthan and to promote domestic tourism. This initiative is in line with the 15th August 2019 address of the Honourable Prime Minister asking every citizen to visit at least 15 destinations by the year 2022.

Under this initiative Ministry is carrying out promotional activities like webinars, online pledge and Quiz programmes to generate awareness among the public about the country and its tourism destinations/products including Rajasthan. Dekho Apna Desh initiative is being promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices.
