

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3033
ANSWERED ON 20.03.2023**

**SKILL DEVELOPMENT TO ACHIEVE
THE OBJECTIVE OF DEKHO APNA DESH**

3033.SHRI Y.S. AVINASH REDDY:

SHRI MANNE SRINIVAS REDDY:

SHRI KOMATI REDDY VENKAT REDDY:

Will the Minister of Tourism be pleased to state:

- (a) **whether sector specific skilling and entrepreneurship development will be developed to achieve the objectives of the 'Dekho Apna Desh' initiative to help the middle-class to prefer domestic tourism over international tourism for integrated development of theme-based tourist circuits, the 'Swadesh Darshan Scheme' was also launched under the Vibrant Villages Programme, tourism infrastructure and amenities will also be facilitated in border villages, State-wise till date and action plan worked out/implemented till now; and**
- (b) **if so, the details thereof and progress made including the earlier schemes since their launch, year-wise along with the funds sanctioned/spent till now?**

ANSWER

THE MINIISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): Yes, Sir. The Ministry had launched the Dekho Apna Desh initiative in January 2020. Dekho Apna Desh is promoted extensively on social media accounts, website of the Ministry and by Domestic India Tourism offices. Under this initiative Ministry has been organizing webinars, quiz, pledge, discussions to keep connected with the stakeholders and to encourage citizens to travel within the country. Ministry of Tourism launched Dekho Apna Desh Pledge regarding "visiting to 15 destinations by the end of 2022" on MyGov platform which was taken by 2,51,006 citizens. More than 175 webinars have been conducted so far under Dekho Apna Desh. No funds were sanctioned/spent for Dekho Apna Desh initiative till now.
