

Voting for 'Dekho Apna Desh, People's Choice 2024' open until 15th September

Initiative to help identify most preferred tourist attractions and develop them into world-class tourist destinations in mission mode

Posted On: 06 SEP 2024 2:28PM by PIB Delhi

Ministry of Tourism, Govt of India has developed the first-ever nation-wide IP (Intellectual Property), 'Dekho Apna Desh, People's Choice 2024' to understand the pulse of 'Bharat ki Janta'. **The initiative was launched by the Prime Minister Shri Narendra Modi on 7th March, 2024 in Srinagar. Voting is open until 15th September, 2024.**

Ministry of Tourism | DIFE | Incredible India

"From the high Himalayas to dense forests, from the dry deserts to beautiful beaches, India has something for everyone."
Narendra Modi, Prime Minister

**VOTE TO WIN
A ROYAL GETAWAY**

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5 Grand Prize Winners
(Couple Tickets)
Exciting prizes for other lucky winners*

Participate in the **Dekho Apna Desh
People's Choice
Contest**

Poll ends on
15th September 2024

CLICK TO VOTE

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The aim of the nation-wide poll is to engage with citizens to identify most preferred tourist attractions and understand tourist perceptions across 5 tourism categories - Spiritual, Cultural & Heritage, Nature & Wildlife, Adventure and others. Besides the four main categories, the 'other' category is where one can vote for their personal favorites and help uncover hidden tourism gems in the form of unexplored tourism attractions and destinations like Vibrant Border Villages, Wellness Tourism, Wedding Tourism etc.

There is a dedicated portal <https://innovateindia.mygov.in/dekho-apna-desh/>, wherein users can vote across categories (Spiritual, Cultural & Heritage, Nature & Wildlife Adventure, Other (open category) through their mobile number or Email ID respectively.

The outcomes will help determine the Top Tourist Attractions of India which will receive substantial support and investments from key stakeholders.

Through the initiative, the Ministry seeks to promote the preservation of cultural landmarks and traditions, ensuring their longevity for future generations. This will also allow the Ministry to understand lesser-known

tourist locations that people would like to visit apart from the better known popular attractions.



With the launch of this initiative, the Ministry of Tourism is supporting India's journey towards Viksit Bharat@2047, identify winning attractions and destinations for development in a mission mode, in the short and medium term, through a 'Whole of Government' approach.

For more details please visit:

<https://innovateindia.mygov.in/dekho-apna-desh/>

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(Release ID: 2052487)