

Dekho Apna Desh Campaign

Posted On: 19 DEC 2024 3:48PM by PIB Delhi

The Ministry of Tourism had launched the Dekho Apna Desh initiative in January 2020 for promotion of domestic tourism in the country. Under this initiative, the Ministry promotes tourism destinations and products of India through various activities such as Webinars, Quiz, Pledge, Seminars, Tourism Promotional Events, Fam tours, Website, Social Media etc.

Ministry of Tourism launched Dekho Apna Desh People's Choice poll with aim to engage with citizens to identify most preferred tourist attractions across 5 tourism categories - Spiritual, Nature & Wildlife, Adventure, Cultural & Heritage and others. The Ministry has promoted the People's choice poll through various platforms, including Digital, Social Media, Print, Outdoor, SMS and WhatsApp.

Tour programmes such as package tours for foreign and domestic tourists are provided by the Private Stakeholders, Public Sector Undertakings and the State Governments.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

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(Release ID: 2086011)