

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2862#
ANSWERED ON 19.12.2024

DEKHO APNA DESH CAMPAIGN

2862# SHRI TEJVEER SINGH:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether Government has taken any new steps to promote tourism for Indian citizens under the Dekho Apna Desh campaign and the number of tourist destinations that have been promoted under it;
- (b) whether Government has used digital or other mediums to make people aware of tourist destinations through the Dekho Apna Desh campaign; and
- (c) whether Government has announced special tourism packages for Indian citizens under the Dekho Apna Desh campaign and the impact of the initiative thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): 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.
