

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2752
ANSWERED ON 17.03.2025**

DEKHO APNA DESH INITIATIVE

†2752. SHRI SANATAN PANDEY:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has observed an increase in awareness and interest in tourism amongst Indian citizens as a result of various promotional efforts undertaken under the "Dekho Apna Desh" initiative;**
- (b) if so, the details thereof;**
- (c) whether the Government has chalked out any special schemes to promote the tourist destinations across different categories selected through the "Dekho Apna Desh" People's Choice Poll; and**
- (d) if so, the details of the impact of the schemes, State and tourist destination-wise?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): 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 to engage with citizens to identify most preferred tourist attractions, through various platforms, including Digital, Social Media, Events, Print, Outdoor, Short Message Service (SMS) and WhatsApp campaign.

Details of State-wise Domestic Tourist Visits (DTV) is at ANNEXURE.

ANNEXURE**STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO.†2752 ANSWERED ON 17.03.2025 REGARDING DEKHO APNA DESH INITIATIVE RAISED BY SHRI SANATAN PANDEY****List of States/UTs wise Domestic Tourists Visit (DTV)**

Sl. No.	States/UTs	DTV 2020	DTV 2021	DTV 2022	DTV 2023
1	Andaman & Nicobar Islands	191207	126238	235061	323189
2	Andhra Pradesh	70828590	93277569	192716721	254706328
3	Arunachal Pradesh	42871	102915	222437	1040601
4	Assam	1266898	1409161	8382003	7612720
5	Bihar	5638024	2501193	25330364	81585701
6	Chandigarh	417953	228809	3027165	365591
7	Chhattisgarh	2810227	4747417	23636291	26022069
8	UT of Dadra & Nagar Haveli and Daman and Diu	402395	661222	799602	1004327
9	Delhi*	9583671	10642477	27186209	39414622
10	Goa	3258715	3308089	7011992	8175460
11	Gujarat	19464517	24525210	135811325	178066579
12	Haryana	2114731	2025450	2108496	2012162
13	Himachal Pradesh	3170714	5632270	15070944	15942118
14	Jammu & Kashmir	2519524	11314920	18499332	20679336
15	Jharkhand	2574704	3383642	38284379	35776102
16	Karnataka	77453339	81333659	182413203	284120502
17	Kerala	4988972	7537617	18867414	21871641
18	Lakshadweep	3462	13500	22844	45796
19	Ladakh	6743	303023	510137	759369
20	Madhya Pradesh	23519632	25554067	35848781	111946409
21	Maharashtra*	39234591	43569238	111297624	161359527
22	Manipur	49669	49371	139518	57701
23	Meghalaya	24734	154409	937091	1371674
24	Mizoram	30890	87232	218420	209087

25	Nagaland	10979	23968	97431	99720
26	Odisha	4622273	3742221	7867909	9725184
27	Puducherry	1114942	1253213	1760480	2092076
28	Punjab	16692197	26640429	26089425	35707600
29	Rajasthan	15117239	21988734	108328156	179051925
30	Sikkim	316408	511669	1625573	1321169
31	Tamil Nadu	140651241	115336719	218584846	286011515
32	Telangana	39997001	32000620	60748425	58447573
33	Tripura	127815	177816	235600	366104
34	Uttar Pradesh	86122293	109708435	317913587	478525688
35	Uttarakhand	7005264	19434475	54642559	58140578
36	West Bengal	28841732	24325984	84542195	145669292
	Grand Total	610216157	677632981	1731013539	2509627035

***Estimated Data**

Source: States/UTs Tourism Department
