

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 2212
ANSWERED ON 07.08.2025

DEKHO APNA DESH CAMPAIGN

2212 SMT. REKHA SHARMA:
SHRI TEJVEER SINGH:

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

- (a) the digital platforms launched or upgraded by the Ministry under the 'Dekho Apna Desh' initiative;
- (b) the steps taken to enhance virtual tourism experiences, destination discoverability and citizen engagement;
- (c) the outreach achieved in terms of user base, tourist footfall and regional promotion; and
- (d) whether any scheme is being implemented to empower local communities, women and tribal groups economically through tourism?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b): The Ministry of Tourism has launched the revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource for travelers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions. The platform offers the visitors a virtual experience of tourism attractions of the country including cultural, heritage, adventure, gastronomical, wellness, art & craft, rural etc. The IIDP uses an AI-powered tool that personalizes visitor experiences by offering real-time weather updates, city exploration, and essential travel services.

(c): Since its launch, IIDP has observed visitor footfall of approximately 26 lakh till July 2025. In addition, the country recorded Domestic Tourist Visits of 294.76 crore in 2024, reflecting a 17.36% increase compared to 2023.

(d): The Ministry under its 'Swadesh Darshan' scheme, 'Pilgrimage Rejuvenation And Spiritual Augmentation Drive (PRASHAD)' Scheme and 'Challenge Based Destination Development (CBDD)' Scheme focuses on development of sustainable tourism and capacity building among local communities, women youth and encourages local entrepreneurship.

In addition, the Ministry under its scheme of Capacity Building for Service Providers (CBSP), focuses on enhancing the skills and employability of individuals within the tourism and hospitality sector, with emphasis on local communities, women, and tribal groups. Under this scheme, the Ministry has launched Paryatan Mitra/Paryatan Didi initiative, empowering local communities and women in tourism related roles.
