

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†4246
ANSWERED ON 27.03.2023**

DEKHO APNA DESH CAMPAIGN

†4246. SHRI MAHABALI SINGH:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to start “Dekho Apna Desh” campaign to promote domestic tourism;**
- (b) if so, the details thereof; and**
- (c) the names of the tourist places identified in Bihar under the said campaign/initiative?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism had launched the Dekho Apna Desh initiative in January 2020. ‘Dekho Apna Desh’ is being emphasized and promoted extensively on social media accounts, website of the Ministry and by Domestic India Tourism offices.

(b): Under this initiative, Ministry has been organizing webinars, quiz, pledge, etc in order to encourage citizens to travel within the country. Ministry of Tourism launched Dekho Apna Desh Pledge regarding "visiting 15 destinations by the end of 2022" on MyGov platform which was taken by 2,51,089 citizens. More than 175 webinars have been conducted so far under Dekho Apna Desh for promotion of domestic tourism in the country.

(c): Under this initiative, tourist places in the country including the lesser known destinations are extensively promoted through webinars. The following webinars have been conducted covering the tourist places in Bihar.

- 1. Webinar on "Nalanda: the ancient Seat of learning".**
- 2. Webinar on "In the Footsteps of the Buddha".**
- 3. Webinar on "Exploring Buddhist Circuit by Train".**
- 4. Webinar on "Folk Paintings of India".**
