

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†150
ANSWERED ON 14.09.2020**

EXTENSION OF DEKHO APNA DESH SCHEME

†150. SHRI ANIL FIROJIYA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched the scheme called “Dekho Apna Desh” to visit 15 tourist places in the country to promote tourism and the persons who can avail this facility along with the manner in which this facility can be availed;**
- (b) whether the period of the said scheme is likely to be extended as the people are not able to take the benefit of this scheme due to the corona pandemic;**
- (c) if not, the reasons therefor; and**
- (d) the details of places included under the scheme along with the State-wise details thereof?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (d): The Ministry of Tourism has launched the Dekho Apna Desh (DAD) initiative in January 2020 with the objective of creating awareness among the citizens about the rich heritage and culture of the country, encouraging citizens to travel widely within the country and enhancing tourist footfalls leading to development of local economy and creation of jobs at the local level. This initiative is in line with the 15th August, 2019 address of the Honourable Prime Minister asking every citizen to visit at least 15 destinations by the year 2022 to promote domestic tourism.

Under this initiative Ministry is organizing a series of webinars under the overall theme of DAD, showcasing the diverse culture, heritage, destinations and tourism products of the country. As on date 52 webinars covering different States/Union Territories have been organized as part of the initiative.

To create mass awareness, the Ministry has also launched an online DAD pledge and Quiz on the MyGov.in platform. The online pledge and Quiz are open to all for participation.

DAD initiative is being promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices.
