

Dekho Apna Desh - Peoples' Choice 2024

Ministry of Tourism, Government of India has launched a nationwide initiative namely, Dekho Apna Desh - Peoples' Choice 2024 with an objective of obtaining the public perception on the best tourist attractions across various categories (Spiritual, Cultural & Heritage, Nature & Wildlife, Adventure activities and Others) for developing them into world-class tourist destinations.

2. As part of the exercise, a microsite has been developed leveraging MyGov Platform enabling citizens to choose their preferred tourist locations covering different categories.

3. The Campaign seeks public feedback on the best tourist attractions in India across various categories. Ministry of Tourism in collaboration with other Ministries and State/UT Governments is running promotional activities to increase citizen awareness and participation in this campaign.

4. Embassy of India, requests you to please register and record your vote/feedback on the best tourist attractions in India across various categories by clicking on the Vote Now button on the campaign website. URL:<http://bit.ly/MoT-DAD>

The banner features logos for the Ministry of Tourism, Incredible India, LIFE (Ministry for Environment), and myGov. It highlights 'Many Destinations', '5 Categories', and '1 Vote'. The central text asks 'Have a favourite destination that can shape India's future?' and invites participation in 'Dekho Apna Desh - People's Choice 2024'. The visual collage includes a temple, a tiger, a hiker, a mountain, a palm tree, and an elephant. A 'Vote Now' button with the URL 'Innovateindia.mygov.in' is at the bottom.