

वी. विद्यावती, भा.प्र.से.
V. Vidyavathi, IAS



सचिव
भारत सरकार
पर्यटन मंत्रालय
नई दिल्ली
SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF TOURISM
NEW DELHI

DO No. 8/7/2023-MRD (Part-3)

Dated: 7th August 2024

Dear Secretary,

I am pleased to inform you that Ministry of Tourism under the guidance of the Hon'ble Prime Minister, has launched a nationwide poll called 'Dekho Apna Desh - People's Choice 2024.' The weblink for the same can be accessed in the QR code produced below.

2. The objective is to gather public perception on the best tourist attractions across various categories (Spiritual, Cultural & Heritage, Nature & Wildlife, Adventure Activities, and Others) to develop them into world-class tourist destinations.
3. As part of this initiative, a microsite (link available in QR code) has been developed on the MyGov platform, allowing citizens to vote for their preferred tourist locations in different categories.
4. I earnestly request your support in promoting the Dekho Apna Desh - People's Choice 2024 campaign through your Departments, citizen service channels, websites, and social media platforms.
5. The reference links for creatives, which can be used for printing (such as standee displays) and other marketing communications can also be accessed through the QR code produced below.
6. I sincerely hope that, through our joint efforts, we can make this campaign a grand success.

Best regards,

Yours sincerely,
V. Vidyavathi
(V. Vidyavathi)

To,

All Secretaries (Government of India)

