

F.No. M-13/23/2023-Estt-A&C-AC_AN/CN-56580/468
ANDAMAN AND NICOBAR ADMINISTRATION
DEPARTMENT OF ART AND CULTURE

Port Blair dated the 12th August 2024


PRESS RELEASE

It is brought to the notice of general public that the Ministry of Tourism (MoT) under the guidance of the Hon'ble Prime Minister, has launched a nationwide initiative called "Dekho Apna Desh - People's Choice 2024". The objective is to gather public perception on the best tourist attractions across various categories (Spiritual, Cultural & Heritage, Nature & Wildlife, Adventure, and Others) to develop them into world - class tourist destinations.

The Ministry has also developed a dedicated webpage on the MyGov platform which allows citizens to vote for their preferred tourist locations in different categories (Link. <https://innovateindia.mygov.in/dekho-apna-desh/>). This campaign was launched by the Hon'ble Prime Minister on 07.03.2024 with an objective to raise awareness and promote the campaign to increase citizen participation through multiple channels.

In order to promote Dekho Apna Desh - People's Choice 2024 campaign, all citizens of the Islands are requested to use citizen service channels, websites and social media platforms to vote for their favorite destinations in the district. Influencers and eminent citizens of the Islands are also requested to participate in the campaign and promote it on their social media handles.

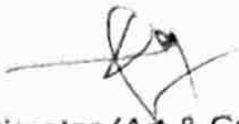
Citizens may use Dekho Apna Desh voting Link: <https://innovateindia.mygov.in/dekho-apna-desh/>. To enhance the campaign's reach, details of the social media handles of the influencers may be shared with the Department of Art & Culture, A & N Administration over email id. artand.culture@and.nic.in for further transmission to the Ministry of Culture, Gol.


Director (Art & Culture)

Copy to :

1. The Director (IP), A&N Administration.
2. The Director, DDK, Port Blair
3. The News Correspondent (RNI), AIR, Port Blair.

4. The Chief Editor, The Daily Telegrams.


Director (Art & Culture)



