

Dekho Apna Desh Campaign

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The Ministry of Tourism has launched the revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource for travelers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions. The platform offers the visitors a virtual experience of tourism attractions of the country including cultural, heritage, adventure, gastronomical, wellness, art & craft, rural etc. The IIDP uses an AI-powered tool that personalizes visitor experiences by offering **real-time weather updates, city exploration, and essential travel services**.

Since its launch, IIDP has observed visitor footfall of approximately 26 lakhs till July 2025. In addition, the country recorded Domestic Tourist Visits of 294.76 crore in 2024, reflecting a 17.36% increase compared to 2023.

The Ministry under its 'Swadesh Darshan' scheme, 'Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASHAD)' Scheme and 'Challenge Based Destination Development (CBDD)' Scheme focuses on development of sustainable tourism and capacity building among local communities, women youth and encourages local entrepreneurship.

In addition, the Ministry under its scheme of Capacity Building for Service Providers (CBSP), focuses on enhancing the skills and employability of individuals within the tourism and hospitality sector, with emphasis on local communities, women, and tribal groups. Under this scheme, the Ministry has launched Paryatan Mitra/Paryatan Didi initiative, empowering local communities and women in tourism related roles.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

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