

UP CM Yogi Adityanath launches "Dekho Apna Desh - People's Choice 2024" campaign from Ayodhya



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Synopsis

Uttar Pradesh Chief Minister Yogi Adityanath launched the "Dekho Apna Desh - People's Choice 2024" campaign, aiming to identify and promote the state's top tourist destinations. The campaign encourages public participation through voting and selfie uploads, with the goal of developing world-class tourist attractions based on public feedback.

By [Sanjay Singh](#), ET Bureau

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Chief Minister **Yogi Adityanath** on Wednesday launched the union ministry of tourism's "**Dekho Apna Desh - People's Choice 2024**" campaign from **Ayodhya**.

The campaign, which will continue till November 25, 2024, invites participation of the public, public representatives, and officers in the voting process for their favourite tourist destination in the state.

Participants may also take selfies at designated **selfie points** and upload them on the campaign portal. An attractive prize will be given to an individual making the most significant contribution to the campaign.

Chief minister Yogi Adityanath said Uttar Pradesh is making its strong presence on the global tourism map. In 2023 alone, over 48 crore tourists, which is nearly double its population, visited the state, he further added. He also said Uttar Pradesh, which is the land of Lord Shri Ram, Shri Krishna, and Lord Buddha, consistently attracts the highest number of domestic tourists in the country.