



ज्ञान-विज्ञान विमुक्तये

आचार्य मनिष र. जोशी
सचिव

Prof. Manish R. Joshi
Secretary



सत्यमेव जयते

75
आज़ादी का
अमृत महोत्सव

विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O.No.2-15/2024(CPP-II)

02nd April, 2024/ 13 चैत्र, 1946

Subject: Dekho Apna Desh- People's Choice 2024

Respected Madam/Sir,

As you are aware, **Dekho Apna Desh- People's Choice 2024** campaign has been launched to seek public responses on most favourite tourist attractions across the country. One of the key objectives of this campaign is to obtain public feedback of the best tourist attractions across various categories (Spiritual, Cultural & Heritage, Nature & wild-life, Adventures activities and others) for developing them into world-class tourist destinations.

The launch of awareness campaign/promotional activities has been started from 7th March, 2024 to increase citizen's participation/ Jan Bhagidari through multiple channels.

The Higher Educational Institutions (HEIs) are requested to disseminate the information about the campaign and support in spreading the campaign- **Dekho Apna Desh- People's Choice 2024** and request students, faculty members and other staff members to participate and promote the campaign through their social media handles. Further, HEIs are requested to give wide publicity to the campaign and make it a grand success.

Link: <https://innovateindia.mygov.in/dekho-apna-desh/>

With kind regards,

Yours sincerely,

(Manish Joshi)

Encl: As stated above.

To
The Vice-Chancellors of all Universities
The Principals of all Colleges/Institutes

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