



केन्द्रीय विद्यालय संगठन(मु०)  
शिक्षा मंत्रालय भारत सरकार के अधीन स्वायत्त संस्थान  
18 संस्थागत क्षेत्र, शहीद जीत सिंह मार्ग, नई दिल्ली  
**KENDRIYA VIDYALAYA SANGATHAN**  
An Autonomous Body Under Ministry of Education, Govt. of India  
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F.11029/2024/Acad/KVS(HQ)/C-25971/

Date:- 04.10.2024

Deputy Commissioners,  
Kendriya Vidyalaya Sangathan,  
All Regional Offices

Subject:- Dekho Apna Desh People's Choice 2024" Campaign- reg.

Madam/Sir,

As intimated by the Ministry of Education, letter dated 25.09.2024, it is to inform that Nationwide campaign titled "Dekho Apna Desh People's Choice 2024", launched by the **Ministry of Tourism** under the guidance of the Hon'ble Prime Minister.

As part of this initiative, a micro site has been developed on the **MyGov** platform to allow citizens to vote for their preferred tourist destinations in different categories. The relevant links are as follows:

1. **Dekho Apna Desh Voting Link:** <https://innovateindia.mygov.in/dekho-apna-desh/>
2. **Creative Link for Standees and Marketing Communications:** Creative Link
3. **Shorter Version of Poll Link:** <https://forms.gle/yKx5K6jg1V1aaFVf9>
4. **QR Code:** Attached with this letter.

Therefore, it is requested to disseminate this information to all Kendriya Vidyalayas under the Region and forward the "Dekho Apna Desh People's Choice" survey link and QR code to all students and encourage maximum participation, especially among students of **Classes 9th to 12th**. Schools are encouraged to allocate a few minutes during school gatherings for this purpose, and a senior teacher should be assigned to oversee the process.

Further, it is also requested to display standees featuring the campaign in prominent locations and principals are advised to hold briefing sessions to explain the significance of the "Dekho Apna Desh People's Choice 2024" campaign. The campaign activities should be completed by **15th October 2024**.

This is issued with the approval of competent authority.

Yours sincerely,

07/10/24

(Dr. Ritu Pallavi)

Assistant Commissioner (Acad/Trg)

**Encl:- As above**

Copy to :-

1. PA to Joint Commissioner (Acad.), KVS(HQ) for information.