



Participation at "Dakho Apna Desh-People's Choice Campaign" -2024 initiated by YUVA TOURISM CLUB, SARBODAYA COLLEGE, MALOW PATHER, JORHAT, ASSAM.

As per the Letter received from the Coordinator, Yuva Tourism Club, Sarbodaya College, dated 28-09-2024, the following Students of the Department of Pol. Science participated at the campaign for the upliftment of the important tourist place of Assam.

Sl. No	Name of the Student	Semester	Roll No
1.	Rajashri Borah	Fifth Sem.	08
2.	Puja Bonia	First Sem.	117
3.	Pritirekha Deuri	First Sem.	91
4.	Pinkumoni Daw	First Sem.	104
5.	Mridusmita Pathak	Fifth Sem.	17
6.	Mineswar Medhok	First Sem.	219
7.	Mallika Upadhyaya	First Sem.	121
8.	Mallika Doley	First Sem.	04
9.	Lakhyaraj Gogoi	First Sem.	158
10.	Kuhi Doley	First Sem.	11
11.	Jyotika Pegu	First Sem.	203
12.	Jitu Doley	First Sem.	77
13.	Himanka Borah	First Sem.	75
14.	Genoy Doley	First Sem.	07
15.	Gayatri pegu	First Sem.	06
16.	Dipamoni Pegu	First Sem.	42
17.	Diganta Kurmi	First Sem.	295
18.	Diby Jyoti Boruah	First Sem.	132
19.	Dhrupad Jyoti Borah	First Sem.	271
20.	Deep Jyoti Morang	First Sem.	233
21.	Dabajit Baruah	First Sem.	209
22.	Borosa Saikia	Fifth Sem.	35
23.	Bishnudev Robidas	First Sem.	282
24.	Bishal Doley	First Sem.	211
25.	Biki karmakar	First Sem.	298
26.	Bijit Borah	First Sem.	131
27.	Bastab Jyoti Borah	First Sem.	74
28.	Antareeksha Hazarika	Third Sem.	52
29.	Amit Pegu	First Sem.	10
30.	Akash Jyoti Hazarika	Third Sem.	35
31.	Aisi Doley	First Sem.	187
32.	Susmita Pegu	First Sem.	248
33.	Sumi Pegu	First Sem.	08
34.	Subhankar Dutta	Third Sem.	22
35.	Sonjib Robi Das	First Sem.	297
36.	Rituraj Mili	First Sem.	146
37.	Rima Pegu	First Sem.	12
38.	Probash Chokial	First Sem.	150
39.	Stephen Doley	First Sem.	64

*[Signature]*  
03-10-2024

H.O.D.  
Department of Political Science  
Sarbodaya College, Jorhat, Assam  
Date.....





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# CERTIFICATE OF APPRECIATION

*Aisi Dofey*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE OF APPRECIATION

*Washi Jyoti Hazarika*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE OF APPRECIATION

*Amit Pegu*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE OF APPRECIATION

*Antareksha Hazarika*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE OF APPRECIATION

*Bastab Jyoti Borahi*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE OF APPRECIATION

*Bijit Borah*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE OF APPRECIATION

*Biki Karmakar*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE OF APPRECIATION

*Bishal Doley*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE OF APPRECIATION

*Bismuldev Robidas*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE OF APPRECIATION

*Borosa Saikia*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE OF APPRECIATION

*Debjit Baruah*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE OF APPRECIATION

*Deep Jyoti Morang*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE OF APPRECIATION

*Dhruvpad Jyoti Bora*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism







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*Dibyoyi Jyoti Boruah*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism





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*Diganta Kurmi*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism







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*Diyamoni Pegu*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE OF APPRECIATION

*Gayatri Pegu*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE OF APPRECIATION

*Genoy Doley*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE OF APPRECIATION

*Himanka Bora*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE

OF APPRECIATION

*Jyotika Pegu*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE

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*Kushi Doley*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE

OF APPRECIATION

*Lakhyaraj Gogoi*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE

OF APPRECIATION

*Mallika Doley*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism







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*Mallika Upadhyaya*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE

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*Mineswar Medok*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism







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GOV  
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OF APPRECIATION

*Mridusmita Pathak*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE

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*Pinkumoni Daw*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism







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OF APPRECIATION

*Pritirekha Deuri*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism





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OF APPRECIATION

*Probash Chokial*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE

OF APPRECIATION

*Puja Bonia*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE

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*Rajashri Bora*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism







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OF APPRECIATION

*Rima Pegu*

For voting your favorite tourist attractions under 'Dekho Apna  
Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE

OF APPRECIATION

*Rituraj Mili*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE

OF APPRECIATION

*Sonjib Robidas*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE

OF APPRECIATION

*Stephen Doley*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE

OF APPRECIATION

*Subhankor Dutta*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism





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# CERTIFICATE

OF APPRECIATION

*Sumi Pegu*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism







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# CERTIFICATE

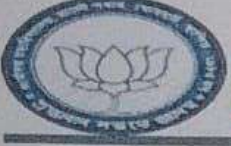
OF APPRECIATION

*Susmita Pegu*

For voting your favorite tourist attractions under 'Dekho Apna Desh, People's Choice 2024', Ministry of Tourism



NAAC Accreditation



সর্বোদয় মহাবিদ্যালয়  
**SARBODAYA COLLEGE**  
NAAC ACCREDITED B+ INSTITUTE

**YUVA TOURISM CBLU**

To,

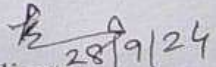
The All HOD, Sarbadaya College

Date: 28-09-2024

SUB- Regarding "Dekho Apna Desh-People's Choice Campaign"

Sir/Madam

I do hereby forwarded an attachment of the concerned department for your kind information and necessary action.

  
Coordinator

Yuva Tourism Club  
Sarbadaya College



GOVERNMENT OF ASSAM  
OFFICE OF THE DIRECTOR OF HIGHER EDUCATION, ASSAM,  
KAHILIPARA, GUWAHATI-19.

\*\*\*\*\*

E Comp. No.556918/1

From:- Sri Prasanna Borah, AES  
Joint Director of Higher Education, Assam  
Kahilipara, Guwahati-19.

To,  
1) The Registrar(s), All State Universities in the State of Assam.  
2) The Principal (All),  
Govt./Provincialised/PDUAM/Govt. Model Colleges of Assam.

Sub: Regarding "Dekho Apna Desh-People's Choice" Campaign.

Ref: Govt. letter eCF No.310906/2024/85, dated 12-09-2024.

Sir/Madam,

With reference to the letter on the subject cited above, I am directed to forward herewith copy of the Govt. letter issued vide eCF No.310906/2024/85, dated 12-09-2024 along with its enclosures which is self explanatory and to request kindly to take necessary action as per direction of the Govt. .

This is for kind information and necessary action.

Yours faithfully

Signed by

Prasanna Borah

Date: 24-09-2024 17:04:56

Joint Director of Higher Education, Assam  
Kahilipara, Guwahati-19.

Memo E Comp. No.556918/1-A

Copy to:

- 1) P.S. to the Secretary to the Govt. of Assam, Higher Education Department, Dispur, Guwahati-6.
- 2) P.S. to the Secretary to the Govt. of Assam, Tourism Department, Dispur, Guwahati-6

**(e-signed)**

Joint Director of Higher Education, Assam  
Kahilipara, Guwahati-19.

Supdt (Plc)  
Please put up  
the file  
18-09-2024

**GOVERNMENT OF ASSAM**  
**HIGHER EDUCATION DEPARTMENT**  
**DISPUR:GUWAHATI-6**  
(Email Id:- [higheredn.assam@assam.gov.in](mailto:higheredn.assam@assam.gov.in))

Prity Hary  
(AD)  
12/9

eCF No. 310906/2024/85

From : Smti G.K Chakraborty,  
Joint Secretary to the Govt. of Assam  
Higher Education Department.

To :  
1. The Director of Higher Education ,Assam  
Kahilipara,Guwahati-19.  
2. The Director of Technical Education, Assam  
Kahilipara,Guwahati-19.

Sub : "Dekho Apna Desh- People's Choice" Campaign.

Ref : Letter No. 239506/404 dated 28<sup>th</sup> August, 2024.

Sir/Madam,

With reference to the subject cited above I am directed to forward herewith a copy of letter under reference, along with it's enclosures, received from Addl. Secretary to Govt. of Assam, Tourism Department, Dispur, Ghy-06. Which is self-explanatory, and request you to circulate the same among all the HEIs under your jurisdiction.

(Encl: As stated)

Yours faithfully

Signed by  
Geeta Kundu Chakraborty

Joint Secretary to the Govt. of Assam  
Higher Education Department  
Date: 12-09-2024 13:24:00

**Memo eCF No. 310906/2024/85-A**

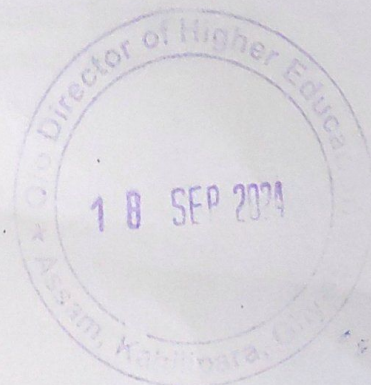
**Copy to:**

P.S to Secretary to the Govt. of Assam, Higher Education Department, Dispur,Ghy-06.

By order.

**(e-Signed)**

Joint Secretary to the Govt. of Assam  
Higher Education Department



him  
18/9  
P/No. 15015  
dt. 20/9/24





GOVERNMENT OF ASSAM  
TOURISM DEPARTMENT  
DISPUR::GUWAHATI-6

Block-D, 3<sup>rd</sup> Floor, Janata Bhawan, tourism.assam.gov.in, trsmdept.assam@gmail.com

No.eCF- 239506/404,

Dated Dispur, the 28<sup>th</sup> August, 2024

From : The Additional Secretary to the Govt. of Assam,  
Tourism Department, Dispur, Guwahati-6.

To : The Secretary to the Govt. of Assam,  
Higher Education Department,  
Dispur, Guwahati-6.

O/o the Secretary :  
to the Government of Assam  
Higher Education Department  
ECR No. ....  
Dy. No. 548  
Dispur, Guwahati-6  
Date: 10/9/24

2. The Secretary to the Govt. of Assam,  
Department of School Education,  
Dispur, Guwahati-6.

Secy (MSA)  
MSA  
28/8/24  
- 1608/24

Sub "Dekho Apna Desh – People's Choice" Campaign.

Sir  
50 (6)  
With reference to the subject cited above, I am writing to inform you about the "Dekho Apna Desh – People's Choice" Campaign, launched by the Hon'ble Prime Minister of India to gather public perception on the best tourist attractions across various categories (spiritual, cultural & heritage, nature & wildlife, adventure activities and others) and to develop them into world-class tourist destinations.

As a part of this initiative, you are hereby requested to encourage the participation of YUVA Tourism Clubs members (Schools, Colleges and Universities) in Assam, so that maximum destinations from Assam feature in the top 10 (ten) list.

The participants are to visit the website <https://innovateindia.mygov.in/dekho-apna-desh/> and vote for their favorite destinations.

Enclosed herewith is a brief about the initiative.

Yours faithfully,

Encl: As stated above

As

Additional Secretary to the Govt. of Assam,  
Tourism Department, Dispur, Guwahati-6.

MM  
10-9-24



## The "Dekho Apna Desh" People's Choice Campaign

The "Dekho Apna Desh" People's Choice Campaign is a dynamic extension of the broader "Dekho Apna Desh" initiative, launched by the Ministry of Tourism, Government of India. This campaign is designed to empower Indian citizens by giving them a voice in promoting the country's diverse travel destinations, cultural heritage, and unique experiences. By focusing on the collective choices and preferences of the people, the campaign aims to foster a sense of ownership and pride in the nation's tourism offerings.

### **Objective and Vision**

The "Dekho Apna Desh" People's Choice Campaign is rooted in the idea that the best recommendations come from those who have experienced a destination firsthand. It seeks to harness the power of collective wisdom by encouraging people from all walks of life to share their favorite travel destinations, hidden gems, and unique experiences across India. The campaign's vision is to create a nationwide movement where every Indian feels inspired to explore their country and contribute to its tourism narrative.

### **Engaging the Public**

Central to the campaign is active public participation. The Ministry of Tourism has created multiple platforms, both online and offline, for citizens to share their travel experiences. Through social media channels, dedicated websites, and mobile apps, people are encouraged to post photos, videos, and stories of their travels, using specific hashtags like #DekhoApnaDesh and #MyIndiaMyChoice. These platforms also host polls, contests, and challenges where travelers can vote for or nominate their favorite destinations, thus making it a truly people's choice campaign.

The campaign goes beyond just sharing experiences; it also fosters interaction and community building. Online communities and forums allow travelers to connect, exchange tips, and plan trips together. This peer-to-peer engagement is crucial in making travel more accessible and personalized, as people are more likely to trust recommendations from fellow travelers than traditional marketing messages.

### **Recognizing and Celebrating Choices**

One of the unique aspects of the "Dekho Apna Desh" People's Choice Campaign is its focus on recognition and celebration. The most popular destinations, as voted by the public, are featured prominently in the campaign's promotional activities. These destinations receive special attention in the form of dedicated marketing, enhanced infrastructure, and promotional offers, thereby boosting their visibility and appeal.

The campaign also celebrates individual contributors. Travelers whose posts, stories, or recommendations gain significant traction are recognized as "Travel Ambassadors" and are featured on official channels. This recognition not only motivates more people to participate but also creates a sense of pride and ownership among contributors.



## **Impact and Future Outlook**

The impact of the "Dekho Apna Desh" People's Choice Campaign is already visible. By placing the power of promotion in the hands of the people, the campaign has successfully created a grassroots movement that highlights the best of India's travel offerings. Destinations that might have been overlooked in traditional tourism circuits are now gaining attention, thanks to the personal stories and endorsements shared by travelers.

Looking forward, the campaign is poised to grow even further. As more people participate, the collective knowledge and experiences will expand, offering a richer and more diverse portrayal of India's tourism landscape. The future of the campaign will likely see even more interactive features, such as live voting, real-time recommendations, and augmented reality experiences that bring destinations to life for potential travelers.

In essence, the "Dekho Apna Desh" People's Choice Campaign is not just a promotional effort; it's a celebration of India's diversity, beauty, and the spirit of its people. It encourages every Indian to take pride in their country, explore its many wonders, and share their experiences with the world, creating a shared narrative of India's incredible tourism potential.

With reference to the subjected cited above, enclose herewith is a brief write-up about "Dekho Apna Desh people Choice Campaign". You are hereby instructed to give wide publicity to the initiative and ensure the participation of tourism stakeholders, vloggers, bloggers, social media influencers and eminent persons of the district, so as to ensure that maximum destinations from Assam figure in the final list of top chosen destinations.