

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

STARRED QUESTION NO:395

ANSWERED ON:07.09.2012

PILOT PROJECT UNDER CLEAN INDIA CAMPAIGN

Majhi Shri Pradeep Kumar; Rai Shri Prem Das

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government has launched a Pilot Project under Clean India Campaign;
- (b) if so, the objectives and salient features thereof; and
- (c) the names of the monuments identified under the said campaign along with the funds earmarked thereunder?

**Answer**

THE MINISTER OF TOURISM (SHRI SUBODH KANT SAHA)

(a) to (c) : A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO. 395 ANSWERED ON 07.09.2012 REGARDING PILOT PROJECT UNDER CLEAN INDIA CAMPAIGN

(a) & (b): Yes, Madam. Ministry of Tourism, Government of India has launched 'Clean India Campaign' to sensitize all sections of society on the importance of cleanliness and hygiene in public places particularly monuments and tourist destinations. The Campaign is a blend of persuasion, education, training, demonstration and sensitization of all sections of our society. The objective is to ensure an acceptable level of cleanliness and hygienic practices at tourist destinations which would be sustained through ownership and involvement of private and public sector stakeholders.

(c): The Ministry has identified about 120 monuments/destinations which include World Heritage sites, ASI monuments and other important tourist destinations in India. Monument-wise funds have not been earmarked under this Campaign. The list of identified monuments/destinations is annexed.