

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1218
ANSWERED ON:30.11.2012
CLEAN INDIA CAMPAIGN
Pandurang Shri Munde Gopinathrao

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched 'Clean India Campaign' to sensitize public on the importance of cleanliness and hygiene at tourist destinations;
- (b) if so, the details thereof indicating the monuments/ destinations identified under the said campaign;
- (c) the funds earmarked under the said campaign along with the criteria adopted for the same, State/UT-wise;
- (d) whether the Government proposes to continue the campaign and provide funds thereunder during the Twelfth Five Year Plan; and
- (e) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) and (b) : Yes, Madam. Ministry of Tourism has launched a Campaign Clean India 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 hygiene practices at tourist destinations which would be sustained through ownership and involvement of private and public sector stakeholders as part of their Corporate Social Responsibility (CSR).

The Ministry has identified about 120 monuments/destinations which include World Heritage sites in India, ASI monuments and other important tourist destinations under this Campaign. The list of the monuments/destinations is annexed.

(c): One of the components of this campaign is adoption of monuments/destinations by Public Sector Undertakings

(PSUs)/Corporate sector as part of their Corporate Social Responsibility for its upkeep and cleanliness. It is a voluntary scheme and no funds have been allocated by the Government for this campaign.

(d) and (e): The Government proposes to continue this campaign during the Twelfth Five Year Plan. However, no funds have been allocated by the Government for this campaign.