

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:177
ANSWERED ON:08.03.2013
CAMPAIGN CLEAN INDIA
Pradhan Shri Nityananda

Will the Minister of TOURISM be pleased to state:

- (a) whether one of the components of the Campaign Clean India launched by the Government is the adoption of tourists destinations and monuments by the Public Sector Undertakings (PSUs)/Corporate Houses for their upkeep and cleanliness;
- (b) if so, the details thereof including the names of PSUs/Corporate Houses that have expressed their willingness to join the campaign;
- (c) the monuments/destinations adopted by these PSUs/Corporate Houses for the purpose and the progress of work undertaken by them; and
- (d) the further action plan of the Government to sensitise the people in this regard and address cleanliness problem in and around tourist destinations?

Answer

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

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

STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.177 ANSWERED ON 08.03.2013 REGARDING CAMPAIGN CLEAN INDIA.

- (a) to (c): Yes, Madam. One of the components of this campaign is the adoption of monuments/destinations by Public Sector Undertakings (PSUs)/Corporate sector as part of their Corporate Social Responsibility for upkeep and cleanliness. It is a voluntary scheme and no funds have been allocated by the Government for this campaign. India Tourism Development Corporation (ITDC) has adopted Qutab Minar, New Delhi as a Pilot Project under Campaign Clean India. The various works undertaken by ITDC include repair of toilets, proper signages in and around Qutab Minar, garbage bins, repair/replacement of light covers and painting of railings. ITDC has also deployed housekeeping staff including one supervisor in addition to the staff of ASI for keeping the area clean.
- (d): Ministry of Tourism releases social awareness campaign on television and radio from time to time including concern for cleanliness in and around tourist destinations. 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.