

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:219

ANSWERED ON:23.08.2013

CAMPAIGN CLEAN INDIA

Antony Shri Anto;Paranjpe Shri Anand Prakash

Will the Minister of TOURISM be pleased to state:

- (a) the objectives and the salient features of 'Campaign Clean India' launched by the Government for cleanliness and hygiene in/around monuments/tourist destinations along with the names of monuments/destinations identified thereunder;
- (b) the names of the monuments/destinations adopted by the Public Sector Undertakings (PSUs)/Corporate Houses including Oil and Natural Gas Corporation (ONGC) along with the funds allocated and works undertaken by them;
- (c) whether India Tourism Development Corporation (ITDC) has adopted a monument as Pilot Project under the said campaign and if so, the details thereof indicating the outcome/success made thereunder;
- (d) whether the National Tourism Advisory Council (NTAC) has also expressed dissatisfaction at filthy surroundings of several monuments and tourist places and suggested some remedial measures including formulation of awareness programme to maintain cleanliness around them; and
- (e) if so, the details thereof along with the action plan of the Government in this regard and to sensitise the people about cleanliness under the said campaign?

Answer

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

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

STATEMENT IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 219 ANSWERED ON 23.08.2013 REGARDING CAMPAIGN CLEAN INDIA.

(a): Ministry of Tourism, Government of India has launched '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 aimed at 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 adoption and involvement of private and public sector stakeholders. The Ministry has identified about 120 monuments/destinations which include World Heritage sites, ASI monuments and other important tourist destinations. The list of identified monuments/destinations is annexed.

(b) and (c): India Tourism Development Corporation (ITDC) has adopted Qutab Minar, New Delhi as a Pilot Project under Campaign Clean India. The project was launched in June 2012 with the involvement of other stakeholders like Archaeological Survey of India etc. The various activities taken up at the monument include repair of toilets and light covers, installation of signages, providing garbage bins and painting of railings etc. ITDC was able to successfully create awareness by sensitizing the visitors and stakeholders.

The Oil and Natural Gas Corporation (ONGC) has adopted six monuments namely Ellora Caves, Elephanta Caves, Golkonda Fort, Mahabalipuram, Red Fort in Delhi and Taj Mahal, as part of their Corporate Social Responsibility (CSR). The Campaign at Taj Mahal, Agra was launched in July 2013. The initiative under this Campaign includes works related to restoration, conservation and maintenance of the monument. Campaign Clean India is a voluntary scheme and no funds have been allocated by the Government for this campaign.

(d) and (e): In the meeting of National Tourism Advisory Council (NTAC) held on 15th July, 2013, members expressed concern on the issue of cleanliness and hygiene at the monuments and tourist destinations. While appreciating the efforts of the Ministry in launching the Campaign, members suggested to involve all stakeholders, local administration, municipalities, police, school children and also to apply latest technology to improve the hygienic conditions at the important monuments and tourist destinations. 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 current Five Year Plan.