

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:5377
ANSWERED ON:27.04.2015
FUNDS SANCTIONED UNDER SWACHH BHARAT ABHIYAN
Bohara Shri Ramcharan

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched `Swachh Bharat Abhiyan` as a pilot project under the Clean India Campaign;
- (b) if so, the objectives and salient features along with the tourist places/monuments/heritage sites identified under this campaign;
- (c) the funds allocated and expenditure incurred in this regard during the last three years, State/UT- wise and year-wise; and
- (d) the number of complaints received so far from the foreign tourists about cleanliness at major tourist destinations and remedial measures taken by the Government in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. MAHESH SHARMA)

- (a) and (b): Ministry of Tourism has launched Campaign Clean India in 2012-13 to sensitize all sections of society on the importance of cleanliness and hygiene and to ensure an acceptable level of cleanliness and hygiene practices at tourist destinations. The campaign is a blend of persuasion, education, training and demonstration. A list of the monuments/tourist destinations identified under this Campaign is attached.
- (c): No funds have been allocated by the Government for this campaign. The campaign is sustained through involvement of private and public sector stakeholders as part of their Corporate Social Responsibility (CSR).
- (d): There are no instances of complaints brought to the notice of this Ministry by foreign tourists against cleanliness at major tourist destinations.