

Ministry of Tourism organizes Swachata-hi-Sewa (SHS) from 15th September to 1st October 2023

Shri G. Kishan Reddy participated in the cleaning drive at Hyderabad along with the students, faculty, staff and Principal of IHM Hyderabad

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The Ministry of Tourism, Government of India organized Swachata-hi-Sewa (SHS) from **15th September to 1st October 2023**.

Ministry of Tourism has 20 Field offices and 21 Institutes of Hotel Management. There is IITTM (Indian Institute of Tourism and Travel Management) at Gwalior with 5 branches and NCHMCT. All these Field offices and the Educational Institutions conducted Swachata Hi Sewa: SHRAMDAN at various locations all over India.

It has been a fortnight of celebration from 15 September to 1st October. During this period special events were organized on **27th September** and **1st October 2023**.



SWACHHATA SHRAMDAAN



Every year, 27th September is celebrated as the World Tourism Day. On 27th September 2023 a special programme was organized at **Bharat Mandapam, Pragati Maidan**, New Delhi to celebrate the Global Launch of Travel for Life, a sectoral programme of the **Mission Life** programme launched by Hon'ble Prime Minister. The Chief Guest was **Minister for State for Tourism and Defense, Shri Ajay Bhatt**. Other senior officials present on the occasion were Smt V. Vidyavathi Secretary, Ministry of Tourism, Ms Leena Nandan, Secretary, Ministry of Environment and Forest, Shri Rakesh Verma, Addl Secretary, Ministry of Tourism, Ms Manisha Saxena DG, Ministry of Tourism, Shri Gyan Bhushan Sr. Economic Advisor. Travel for Life awareness activities including administering of Travel for Life Pledge were carried out at 196 locations of tourist importance, including 108 ASI monuments with high footfall. Cleanliness drive, heritage walks and other activities were also organized at these locations by the India Tourism offices, Educational Institutes and tourism stake holders. The Tour Operators, Hoteliers and Tourism Guides actively participated in the Shramdaan across the country.

Two metro trains amplifying the message of Travel for Life initiative were flagged off from Dwarka Sector 21 metro station. In this connection, "**Design Challenge for Edible Cutlery**" was also launched for hotel management students which is a step in the direction of creating a cleaner environment and replacing Single Use Plastic (SUP) by biodegradable and eco-friendly materials. Heritage Walks, Tourism Quiz and other competitions etc were organized at various places for creating mass awareness.

On the eve of Birth Anniversary of Mahatma Gandhi, Ministry of Tourism, Govt. of India organized cleaning activities through India Tourism Offices and Hotel Management Institutes. All the officials, students and teaching faculty participated. The tour operators and hoteliers, and tourism guides also participated in the cleaning activity. Total **886 events** were created by Ministry of Tourism on the portal of Swachata hi Seva portal and details uploaded along with picture of the event.

Minister for Tourism, Shri G. Kishan Reddy participated in the cleaning drive at Hyderabad along with the students, faculty, staff and Principal of IHM Hyderabad. The Minister participated in the cleaning drive in Amber Pet Area near Fever Hospital and IHM Hyderabad.

Secretary (Tourism), Smt V Vidyavathi and DG (Tourism) Ms Manisha Saxena led the Cleaning Drive at Jantar Mantar, New Delhi. The **Shramdaan** was conducted from **10 am to 11 am**. All other officials of Ministry of Tourism, ASI staff, The Park Hotel housekeeping staff, Yuva Tourism Club (YTC) involving school students participated in large numbers in the cleaning drive. Lot of garbage and single use plastic materials spread here and there were collected in bags and removed. This team conducted the drive inside the Jantar Mantar as well as outside in the parking area and curb side of road. Before beginning the campaign, the Swachata Pledge was administered by DG Ms Manisha Saxena to all the participants of the Cleaning Campaign at Jantar Mantar.

Ministry of Tourism has decided to continue with the cleaning drive in future also and create basic amenities like clean toilets, drinking water etc. at the 108 locations identified for Travel for Life and other tourist destinations.

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