

# Ministry of Tourism and its subordinate Offices/Organizations actively participates in the Special Campaign 3.0 driven by Government of India.

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Ministry of Tourism and its subordinate Offices/Organizations viz. Regional India Tourism Domestic Offices, National Council for Hotel Management and Catering Technology (NCHMCT), Central Institutes of Hotel Management (CIHMs), Indian Culinary Institutes (ICIs), Yuva Tourism Clubs (YTC), etc. are actively participating in the Special Campaign 3.0 driven by Government of India.

Out of the 3145 physical files and 1542 E-files identified for review during the Special Campaign 3.0, 2810 physical files have been weeded out and 600 electronic files have also been closed so far. Out of the target of 356 cleanliness campaign, 269 'Swachhata Campaigns' have already been conducted. The activities implemented under the Special Campaign 3.0 have been amplified extensively on the social media. More than 170 posts have been uploaded on the various social media handles for creating awareness about the Special Campaign 3.0.



Students from IHMs and stakeholders from the tourism sector joined the cleanliness campaign for providing

Swachh surroundings not only within the office and institute premises but also in the areas visited by the tourists taking forward the concept of Jan Bhagidari. Bus stands, museums, railway & metro stations, beaches, school & college campuses, etc. have been covered under the special campaign. Plantation drives have been undertaken for cleaning and rejuvenating common spaces. Record Room Management has also been given due focus by weeding out old files and disposing old & unused items to create more functional space. The space created is now being used for Yoga classes and undertaking other creative activities. The campaign is in full swing to achieve the targets set by the Ministry.

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