

# Ministry of Tourism organizes Special Campaign 3.0

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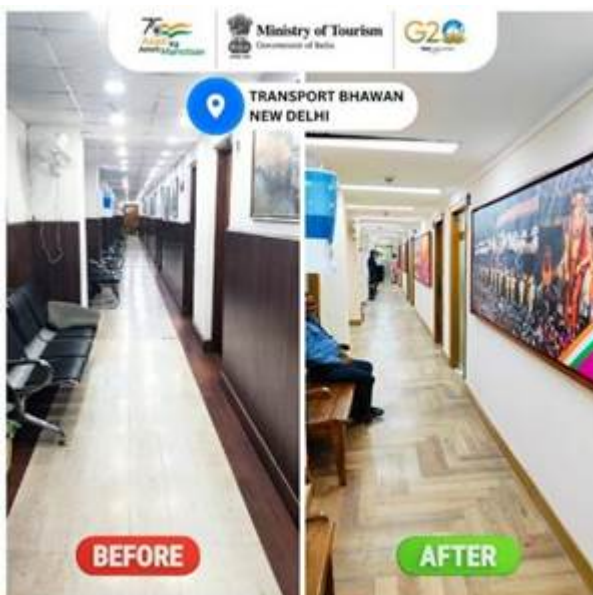
Posted On: 02 NOV 2023 6:45PM by PIB Delhi

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

A total of 5737 targets were identified for implementation during the campaign. The achievements against these targets is 5687. A total of 5346 Sq. Ft. of space has been freed and Rs. 6,000,00/- has been earned from scrap disposal.

A total of 3496 physical files have been weeded out and 1633 electronic files have been closed. A total of 412 'Swachhata Campaigns' have been conducted across the country. The activities implemented under the Special Campaign 3.0 have been amplified extensively on the social media. More than 200 posts have been uploaded on the various social media handles for creating awareness about the Special Campaign 3.0.

Students from Central Institutes of Hotel Management (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. Beaches, school & college campuses, museums and public spaces 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 corridor in Ministry of Tourism, Transport Bhawan has been upgraded, reflecting commitment to enhancing workspace aesthetics and functionality. India Tourism Office Delhi carried out modernization of its office space by creating 12 Modular Work Stations for better visitor interactions.



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India Tourism Office Kolkata undertook Cleanliness Drive at Gandhi Memorial Museum.



India Tourism Office Shillong took the initiative to clean and rejuvenate their office space, contributing to a garbage-free India

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**BY/SK**

(Release ID: 1974234)