

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1102#
ANSWERED ON 13.02.2025

‘SWACHHATA HI SEVA’ CAMPAIGN

1102# SHRI TEJVEER SINGH:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether any particular strategy or plan has been drafted by the Ministry to effectively implement cleanliness drives and awareness programmes under the 'Swachhta Hi Seva' campaign and the number of major tourist sites covered under this programme so far; and
- (b) whether the Ministry has set up any monitoring and evaluation process to ensure cleanliness at tourist destinations under the 'Swachhta Hi Seva' campaign, and the major improvements made so far under it?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b): Ministry of Tourism undertakes the Swachhta Hi Seva (SHS) campaign every year as per the guidelines/direction of Department of Drinking Water & Sanitation (DoDWS), Ministry of Jal Shakti and Ministry of Housing and Urban Affairs, Government of India.

DoDWS issue guidelines for all Ministries/Departments of Government of India. Ministry of Tourism undertakes the cleanliness drive and awareness programmes activities under Swachhta Hi Seva through their Regional offices, educational institutions like Indian Institute of Tourism and Travel Management (IITTM), Central Institute of Hotel Management, State Institute of Hotel Management and Food Craft Institutes across the country.

The plan includes cleanliness drives and awareness programme at various tourist spots and pilgrimage places. A total number of 374 activities/sites has been covered during Swachhata Hi Seva – 2024. The list of 61 major tourist sites covered under SHS- 2024 is attached at Annexure. These initiatives aim to enhance awareness on sanitation and promote sustainable tourism across the country.

Major improvements: -

Through various campaigns and educational programs/awareness there has been a significant increase in public awareness regarding the importance of cleanliness and the adverse effects of single use plastics.

The campaigns have fostered greater community involvement in maintaining cleanliness at tourist destinations leading to a more sustainable approach to tourism.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) & (b) OF RAJYA SABHA UNSTARRED QUESTION NO.1102# ANSWERED ON 13.02.2025 REGARDING 'SWACHHATA HI SEVA' CAMPAIGN RAISED BY SHRI TEJVEER SINGH

Sl. No.	Name of Major Tourist Destination covered under awareness programme under Swachhta Hi Seva 2024 campaign
1	Clock Tower, Aligarh
2	Dumna Nature Park, Jabalpur
3	Jagannath Puri, Odisha
4	Konark Temple, Odisha
5	Dhauli
6	Khandagiri & Udayagiri
7	Lingaraj Temple
8	Mukteshwar Temple
9	Rajarani Tample
10	Akbar Fort, Ajmer
11	Anasagar Chopati, Ajmer
12	Besant Nagar Beach, Chennai
13	Aharbal Kulgam, Srinagar
14	Sonamarg Ganderbal
15	Gulmarg, Baramula
16	Dachigam National Park
17	Harwan Mughal Garden
18	Dal Lake, Srinagar
19	Kufri, Shimla
20	Hampi
21	Manjarabad Fort, Sakaleshpura
22	Dubare Elephant Camp, Shivamogga
23	Golgumbaz, Bijapur
24	Sri Sringeri Sharadamba Temple, Sringeri
25	Narayana Temple, Melukote
26	Shri Bhoganandeshwara Temple, Nandi Hills
27	Sunset Point, Nandi Hills
28	Bank of Daman Ganga River
29	Vishnupad Temple, Gaya
30	Keshopur Wetlands, Gurdaspur
31	Bariar Village, Gurdaspur
32	Sindhu Ghat, Ladakh

33	Alchi Monastery, Ladakh
34	Hemis Monastery, Ladakh
35	Gingee Fort
36	Sunset point, Kanyakumari
37	Thiruvanmiyur Beach, Chennai
38	Vandalur Zoological Park
39	Mamallapuram
40	Somnathapura Temple, Karnataka
41	Chennakeshava Temple, Belur
42	Ranganathaswamy Temple, Srirangapatna
43	Pattadakal Group of Monuments, Hampi
44	Murdeswar, Uttarakannada
45	Tannirbhavi Beach, Mangalore
46	Nandi Hills, Bengaluru
47	Charminar, Hyderabad
48	Kakinada Beach, Kakinada
49	Bhongir Fort, Bhongir
50	Bhavani Island, Vijayawada
51	Araku, Visakhapatnam
52	Kondapalli Fort, Vijayawada
53	Ramappa Temple, Mulugu
54	Kovalam, Veli
55	Vettucadu Beaches, Thiruvananthapuram
56	Willingdon Island, Kochi
57	Kumarakom
58	Dharmadam Island, Thalassery
59	Coal Park, Tezpur, Assam
60	Bhimasankar Temple, Guwahati
61	Kangla Nongpok Torban, Sanjenthong
