

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION No.+2628
ANSWERED ON 17.03.2025**

SWACHHTA HI SEVA CAMPAIGN

**+2628. SHRI MANISH JAISWAL:
SMT. HIMADRI SINGH:
SHRI SURESH KUMAR KASHYAP:**

Will the Minister of TOURISM be pleased to state:

- (a) the main objectives of 'Swachhata hi Seva' campaign;**
- (b) the manner in which this campaign is likely to integrate tourism promotion with Swachhata (cleanliness) in the country especially in Himachal Pradesh; and**
- (c) whether any significant improvement has been noticed in a few specific heritage sites or tourist destinations under the said initiative and if so, the details thereof along with status especially in Madhya Pradesh and Himachal Pradesh?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The main objectives of Swachhata Hi Seva (SHS) 2024 was to reignite the spirit of collective action and citizen participation for cleanliness across India, focusing on three key pillars under the 'whole of society approach':

- Cleanliness Target Units (CTUs) – Shramdaan activities aimed at the time-bound transformation of target units and general cleanliness.**
- Swachhata Mein Jan Bhagidari – Promoting public participation, awareness, and advocacy.**
- Safai Mitra Suraksha Shivirs – Conducting preventive health checkups and providing social security coverage for sanitation workers.**

(b) & (c): Ministry of Tourism undertakes the Swachhata 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/Department 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 Institute 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 including Madhya Pradesh and Himachal Pradesh. These initiatives aim to enhance 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.
