

# "Swachhata Hi Seva" Campaign

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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.

Tourism, a key contributor to the Indian economy, relies not only on picturesque landscapes but also on impeccable sanitation standards. With an escalating number of tourists, managing waste and minimizing sanitation risks to public health pose significant challenges. The same is addressed through multiple channels.

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.

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 Ranchi, Jharkhand. 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.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

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