



M/O Tourism Organises “ Swachhta Hi Seva” Campaign at India Gate

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Ministry of Tourism organised “Swachhta Hi Seva” campaign at India Gate today. Minister of State (I/C) for Tourism Shri Alphons Kannanthanam along with Senior officers of Ministry of Tourism participated in the campaign. Prime Minister has called upon the nation to begin a campaign, ‘Swachhata Hi Sewa’, ‘Cleanliness is Service’, from 15th September 2017 to 2nd October 2017.

Ministry of Tourism has prepared an Action Plan for launching this campaign at various important tourist sites across the country. In addition, the Ministry is also observing a ‘Swacchata Pakhwada’ during the same period. Cleanliness and awareness activities are to be conducted through Regional offices of the Ministry of Tourism with active participation from local communities, institutes of the Ministry, state Governments and stakeholders.

The campaign would be popularised at the following 15 places by roping in Celebrities.

No	Region	Sites
Northern Region		
1	Delhi	India Gate
2	Uttarakhand	Rishikesh Ghats
3	Rajasthan	Pushkar Temple
Western Region		
4	Maharashtra	Juhu Beach, Mumbai
5	Gujarat	Shaking Minarets, Ahmedabad
6	Madhya Pradesh	Mahakaleshwar Temple, Indore
Eastern Region		
7	West Bengal	Dakshinewshwar Temple and Belur Math, Kolkata
8	Bihar	Vishnupad Temple, Gaya
9	Odisha	Gopalpur-on-sea, Gopalpur
Southern Region		
10	Tamil Nadu	Vellankani Church, Chennai
11	Kerala	Kovalam Beach, Thiruvananthapuram
12	Telangana	Charminar, Hyderabad
North Eastern Region		
13	Assam	Kamakhya Temple surrounding, Guwahati
14	Manipur	Loktak Lake surrounding, Imphal
15	Arunachal Pradesh	Ita Fort, Itanagar

Apart from this, 30 additional sites would also be covered in the campaign. The campaign has also been launched at Dakshineswar Temple, Kolkota, Charminar, Hyderabad, Vishnupad temple, Gaya, Albert Hall, Jaipur, Kovalam Beach, Thiruvananthapuram etc. The campaign would be done at various place on continuous basis during the period.



Sanjay Kumar/Tourism/17.09.2017

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