

अतुल्य! भारत
Incredible! India

150 YEARS OF CELEBRATING THE MAHATMA

Indian Institute of Tourism and Travel Management

सत्यमेव जयते
Ministry of Tourism
Government of India

Swachh Bharat
Swachh Paryatan

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भारतीय पर्यटन एवं यात्रा प्रबंध संस्थान

सत्यमेव जयते
पर्यटन मंत्रालय
भारत सरकार

स्वच्छ भारत
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SWACHHTA ACTION PLAN

The Swachhta Action plan was initiated with the aim of creating awareness amongst the tourists about sanitation and cleanliness at tourist/pilgrimage centers.

A clean city is a more sustainable city in the longer run and shall attract investment, good health and a sense of pride amongst the local residents and a sense of satisfaction amongst the tourists. A clean city also will lead to increased property values, higher tourism growth, greater

community pride and less destructive behavior. A neat and tidy environment may also lead to good behavior by the residents thereby greater tourist satisfaction levels.

Awareness is to be inculcated in the tourists that the onus of keeping a tourist place clean is equally a duty of the tourists as it is of the residents.

The scope of this action plan is to cover identified tourist places/ attractions/ destinations from States/UTs. The destinations were identified on the basis of the highest foot fall of the tourists (domestic) as per the latest MoT statistics.

Northern Region

(1) Delhi (2) Uttar Pradesh (3) Himachal Pradesh

Central & Western Region

(1) Madhya Pradesh, (2) Maharashtra, (3) Gujarat, (4) Goa

Eastern Region

(1) Odisha, (2) Bihar

Southern Region

(1) Tamilnadu, (2) Puducherry, (3) Andhra Pradesh, (4) Kerala

North-Eastern region

(1) Assam

Entire campaign is being conducted to aware tourists, stakeholders, school/college students covering the major issues like cleanliness and sanitation.

The whole Swachhta Action plan is divided into three major schemes: They are

Activity No 1- Tourists Awareness

Activity No. 2- School/ College awareness workshop

Activity No 3- Tourism Stakeholder workshop

SAP – PHASE I

Time Period : Sep 2017- March 2018

Site covered: 150

Activities conducted : 450

Tourist Covered : 1,50,000

Students Covered: 75,000

Stakeholders covered : 9000

SAP- PHASE II

Time Period : July 2018- 15 March 2019

Site covered: 270

Activities conducted : 810

Tourist Covered : 2,70,000

Students Covered: 1,35,000

Stakeholders covered : 16,200

SAP- PHASE III

Time Period : Aug 2019- Dec 2019

Site covered: 180

Activities conducted : 540

Tourist Covered : 1,80,000

Students Covered: 90,000

Stakeholders covered : 10,800

SAP PHASE IV- ONLINE MODE

Time Period : Oct 2020 – Feb 2021

Site covered : 55

Activities conducted : 110