

Further Thrust to Campaign Clean India by Ministry of Tourism



06-June, 2013

At the initiative of the Ministry of Tourism under the aegis of Dr.K.Chiranjeevi , Archeological survey of India (ASI) has agreed to the proposal of ONGC for adopting six monuments under Campaign Clean India. The six monuments/tourist destinations are: Taj Mahal at Agra, Ellora Caves in Maharashtra, Elephanta Caves in Maharashtra, Red Fort in Delhi, Golkonda Fort Hyderabad and Mahabalipuram in Tamil Nadu.

To expedite the process, the Ministry of Tourism has taken up the matter with ASI to work out details of various activities, cost estimates, identification of executive agencies and nomination of nodal officers for each monument without losing any time.

ONGC is adopting these six monuments as part of their corporate social responsibilities and it is the endeavour of Ministry of Tourism that Campaign

Clean India is carried out for maximum number of monuments/tourist destinations so that tourists inculcate the feelings and spirit of cleanliness and respect for such monuments.

The “Campaign Clean India” is aimed at undertaking both sensitization and action at field level on bringing our tourism destinations and their surroundings to an acceptable level of cleanliness and hygiene. The Campaign will ensure that these levels are sustained through ownership and involvement of private and public sector stakeholders. The campaign will be part of Government’s strategy of the 12th five year plan for improving the quality of services and environs in and around tourist destinations across India.

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