

## Clean India Campaign Event at Agra



**21-july,2013**

Union Tourism Minister Shri K Chiranjeevi launched the Project “Clean India Campaign” at Taj Mahal, Agra today. Taj Mahal is the second heritage site to be covered under this project. The first being Qutub Minar Delhi which has been adopted by India Tourism Development Corporation in June 2012.

Clean India Campaign has been initiated by the Ministry of Tourism with the objective to increase tourist arrivals to the country and to improve quality of services and provide a hygienic environment in and around tourist destinations across the country.

On the request from the Tourism Minister, the Oil & Natural Gas Commission (ONGC) has agreed to adopt and upkeep the environs of Taj Mahal Complex including up gradation of tourist facilities in the monument. The ONGC will directly fund the aforesaid works covered under the Clean India Campaign to Archaeological Survey of India.

Under the Clean India project issues pertaining to the heritage site are taken care of which include including providing drinking water facilities, cleaning, providing uniform signage's in and around the premises, placing of garbage bins , various repair/replacement work, management and garbage clearance, landscaping, tourist help desks and deployment of volunteers for better management amongst others.

Clean India Campaign is a multi pronged action and comprehensive strategy to ensure an acceptable level of cleanliness and hygiene practices at tourist destinations for an inclusive and sustainable development of tourism through ownership and involvement of private and public sector stakeholders. This initiative aims to create a collective mindset that promotes cleanliness and hygiene by a balance of persuasion, education, sensitization, training, demonstration, regulation and involvement of every individual.

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