

SWACHHTA ACTION PLAN

Organised by Indian Institute of Travel and Tourism Management and DTHM

Supported by Ministry of Tourism, Government of India

14th October 2019. New Delhi: A stakeholders' meet for the Swachhta Action Plan (SAP) was organised by Department of Tourism and Hospitality in coordination with Indian Institute of Travel and Tourism Management (Noida) in Jamia Millia Islamia. The aim behind conducting this programme was to create awareness amongst the tourism stakeholders, which majorly included owners of travel agencies and tour operators. The initiative is introduced by Ministry of Tourism and implemented by IITTM in more than 400 places all over the country. The initiative aims to create awareness on cleanliness by conducting programmes in different school/colleges, meeting stakeholders by providing a common platform named Swachhta Action Plan.

The Chief Guests for the programme were Dr Kuldeep Ratnoo, Director of India Policy Foundation, Prof Kumar Ratnam, Member Secretary of Indian Council of Historical Research and Indian Council of Philosophical Research, Dr Bal Mukund Pandey, social worker and Dr Monika Prakash, Nodal Officer of IITTM, Noida. The programme started with a brief description about the courses that are offered by the department followed by a speech given by Dr Sarah Hussain,



Associate Professor, Department



of Tourism and Hospitality Management on how the department is developing the skills of students so that they can grab the employment opportunities in the tourism industry. The session included an audio-visual presentation which covered the cleanliness issues in famous religious places in India.

Speeches were given by all the three guests indicating that cleanliness is an issue and even researches show that

foreign tourists take back a negative image of India due to hygienic issues. The programme was presided by Dr Nimit Chowdhary and was organised by Mohd Yunus Khan, Mohd Wasif and Mudassar Khan. It was attended by department's teachers, scholars and a total of 50 tourism stakeholders located in different places within Delhi. The programme ended with a Swachhta oath taken by everyone presented in the hall. Bags were given to all the participants as token of gesture which was followed by a lunch. Since travel agencies are in constant touch with the tourists, it is hoped



that they will lead the change and will take the responsibility to create awareness on cleanliness in tourist cities all over the country.